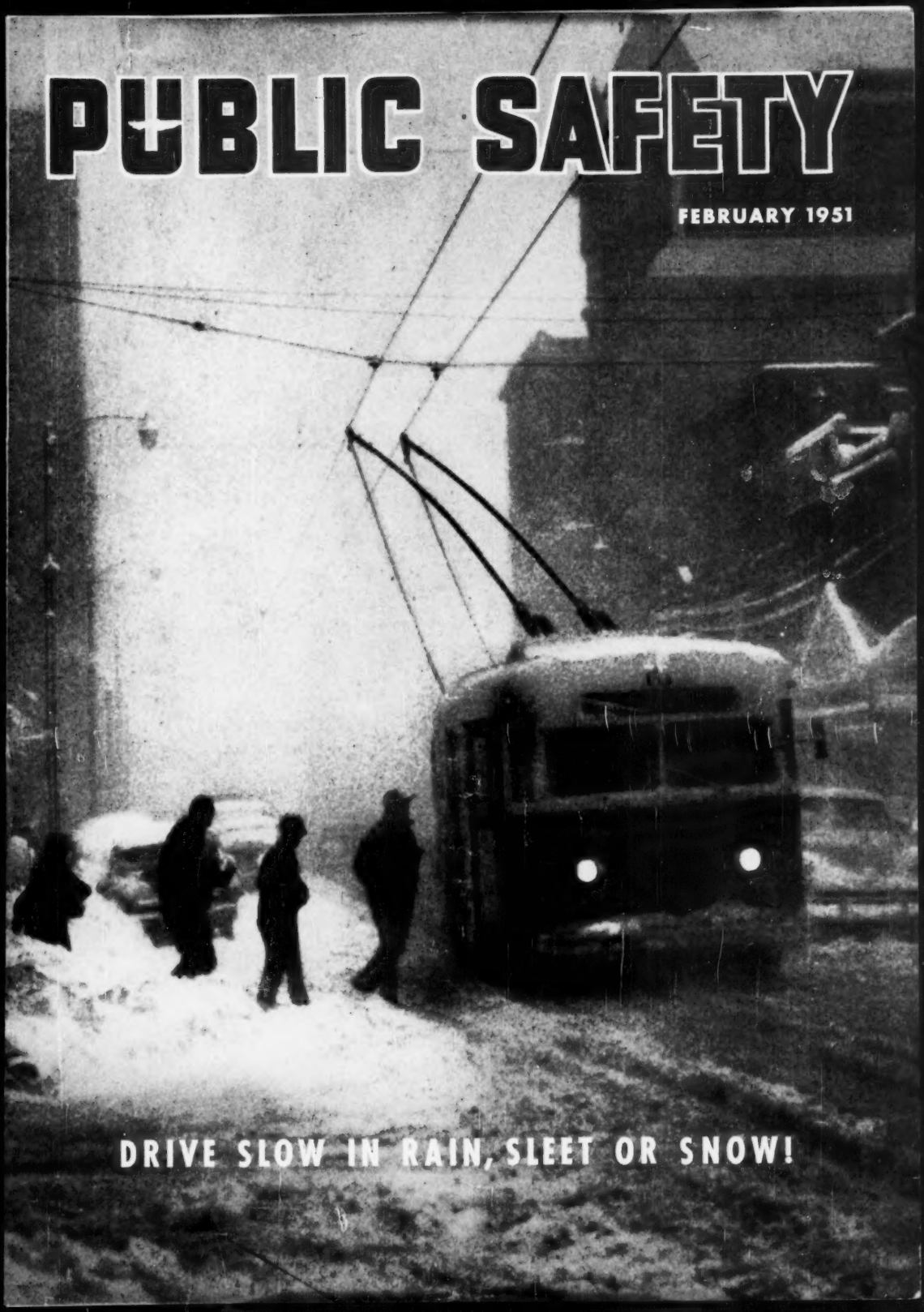
# PUBLIC SAFETY

FEBRUARY 1951



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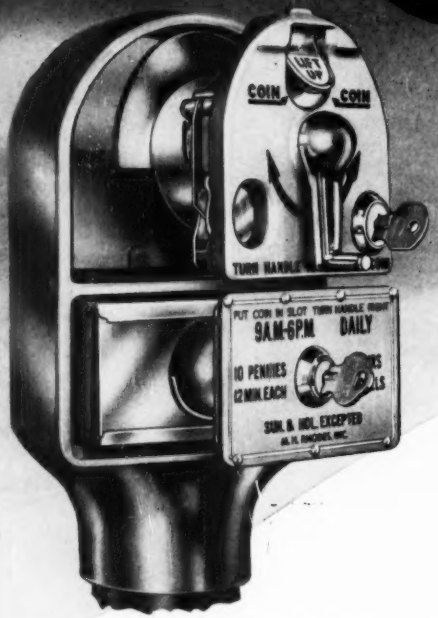

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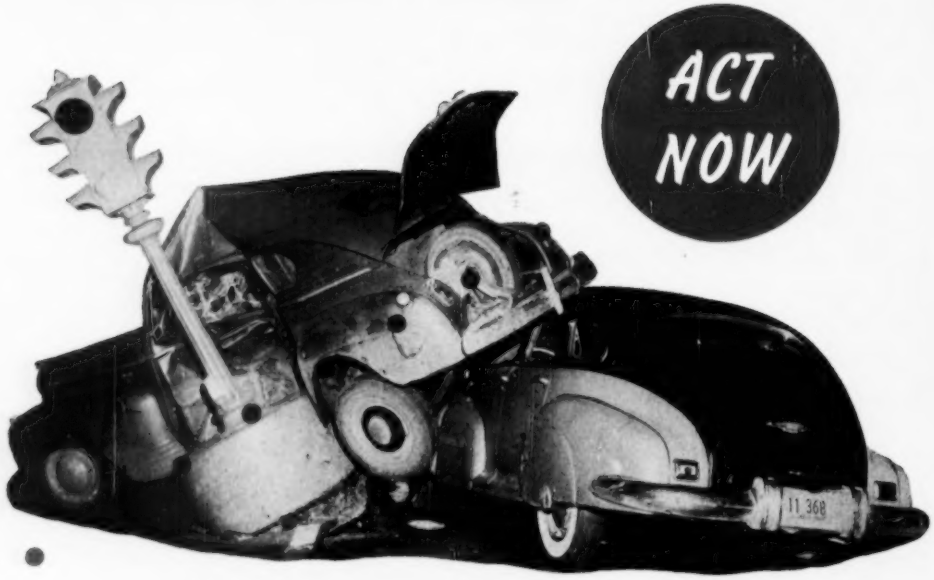


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**425 NORTH MICHIGAN AVE., CHICAGO 11, ILL.**

# PUBLIC SAFETY

**FEBRUARY, 1951**

**VOLUME 39, NUMBER 2**


## . . . BETWEEN STOPS . . .

IT'S a good idea these winter days to keep your head up in traffic, so you won't be struck down. Cover for this issue of PUBLIC SAFETY aptly depicts a typical February scene in the snow belt, but in more favored climes within the confines of our 48 states, rain, sleet and snow are still a menace to life and limb and must be reckoned with by all who walk or drive.

Even the professionals have to learn that stopping distances must be estimated carefully, else we are always just a foot from disaster. Don't dash blindly out into traffic. Look, listen and live. That way, you'll be around to enjoy spring when it comes just a few months from now.

* * *

Having broken his good left arm for publicity to advance the cause of safety, Paul Jones, director of public information for the National Safety Council, has now offered his neck in trade for a few choice columns of space on accident prevention. A man can do no more.

Just below the Jones tonsils these days hangs a cravat bedecked with traffic signs and signals, complete with a "No-Passing" zone and a railroad crossing flasher crossbuck. It is only fair to add that the Safe-T neckerchief sported by Mr. Jones also indicates a T intersection, 30-mile speed limit, school zone and — of all things — a stop sign. When he and Dan Thompson, NSC director of radio, get their heads together nowadays it resembles a subcommittee meeting of the Institute of Traffic Engineers or the Action Program of the President's Highway Safety Conference in full sail.

In fact, a recent class attending the sessions on Industrial Safety voted the Jones cravat the most colorfully important contribution to safety since the invention of the safety shoe. We have intelligence reports from Jacobson Fabrics, Inc., of New York, originators of the Safe-T tie, that these risk-reducing ruffs will reach the market shortly, and there is every prospect that soon the American male will betoken his recognition of a friend with an arm signal of some sort—say a left turn, or an indication to stop.

Just a hint to the manufacturer: The idea is a natural if you apply it to the manufacture of lady's scarves. It's a bright prospect, mates.

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REG. U. S. PAT. OFF.

# 1950 TRAFFIC

THIRTY-FIVE thousand Americans died as a result of motor vehicle accidents in 1950, in a tragic reversal of the downward trend in deaths established in the three preceding years.

The 35,000 total was 11 per cent more than the 1949 total of 31,500,* and the highest yearly total since 1941, when nearly 40,000 people died in traffic accidents. Besides 1941, yearly totals exceeded 35,000 in only four other years on record, 1934 through 1937.

Despite the 11 per cent increase in the number of motor vehicle deaths in 1950 over 1949, the mileage death rate (deaths per 100,000,000 motor vehicle miles) was about unchanged because of a similar percentage increase in motor vehicle mileage.

The 1950 mileage death rate was 7.5, not significantly different from the rate of 7.4 in 1949, and still at approximately the best level on record. Compared with these low rates, in 1948 the rate was 8.1, preceded by 8.8 in 1947 and 9.8 in 1946.

The 1950 death total is based on preliminary information, and, therefore, is subject to change as more complete figures become available. However, at no time during the last twelve years has the first estimate—as of January 25—varied by more than 2 per cent from the final count.

Deaths from all accidents totalled about 90,000 in 1950 compared with 91,000 in 1949. Home deaths decreased 3,500 and public non-motor-vehicle deaths decreased 1,500 to offset the increase of 3,500 motor vehicle deaths and another 500 increase in occupational deaths. (All figures are approximate.)

The increase in motor vehicle deaths occurred principally in rural areas. Reports from 45 states, ranging in completeness from 6 to 12 months, indicate that deaths in rural areas increased 15 per cent compared with an increase of only 2 per cent in urban areas.

There were fewer pedestrian deaths in 1950 than in 1949. The decrease was not large—only 2 per cent—but it was important, considering the sharp increases in deaths from most other types of accidents. In non-pedestrian accidents, deaths from multiple vehicle collisions increased 19 per cent, and deaths from non-collision accidents increased 17 per cent. Also higher were deaths from accidents involving fixed objects, street cars, and railroad trains. Deaths from accidents involving animal-drawn vehicles were about unchanged in 1950 compared with 1949, while deaths from accidents involving bicycles decreased slightly. These estimates are based on reports from 29 states ranging in completeness from six to twelve months.

In all age groups, except 5 to 14 years, there were more motor vehicle deaths in 1950 than in 1949. For the 5 to 14 year group, the number of deaths was about unchanged. In the age group, 65 years and older, deaths increased by 6 per cent, while in the other groups, increases ranged from 11 per cent to 14 per cent, as follows: Under 5 years, up 12 per cent; 15 to 24 years, up 13 per cent; 25 to 44 years, up 14 per cent; and 45 to 64 years, up 11 per cent. These estimates are based on reports from 33 states ranging in completeness from six to twelve months.

*It should be noted that the death of a person in a motor vehicle accident is reportable as resulting from that accident if the person dies within 12 months of the accident. This fact, plus the preliminary nature of state reports, is an additional reason why it is impossible to present a final estimate at this time.

**FIRST 1951 FACTS**

**FACTS contained in this article constitute the preliminary Condensed Edition of *Accident Facts for 1951*, prepared by the Statistical Division of the National Safety Council.**

**This Condensed Edition is issued to meet public demand for prompt, though incomplete, information on the 1950 accident totals.**

**All 1950 figures are subject to revision upon receipt of later information. The regular edition of *Accident Facts* will be issued in July and will contain a complete analysis of 1950 accidents.**

**Single copies of the Condensed Edition of Accident Facts may be obtained from the National Safety Council without charge. Prices for quantity orders on request.**

## Summary

Deaths from motor vehicle accidents increased sharply in 1950 over 1949, but the increase was approximately in proportion to the increase in mileage—deaths were up 11 per cent and mileage was up 10 per cent. The mileage death rate was about unchanged, just a shade above the 1949 rate which was the best ever recorded.

The increased number of deaths occurred principally in rural areas. Deaths from multiple vehicle collisions and non-collision accidents increased sharply. Pedestrian deaths decreased slightly. Deaths were more frequent in all age groups except children from 5 to 14 years.

### December Experience

The estimated death total for December was 3,580, 11 per cent more than in December, 1949, and the largest monthly total since December, 1941. December was the 13th consecutive month to show an increase over the corresponding month in the previous year.

Among regions of the country, only

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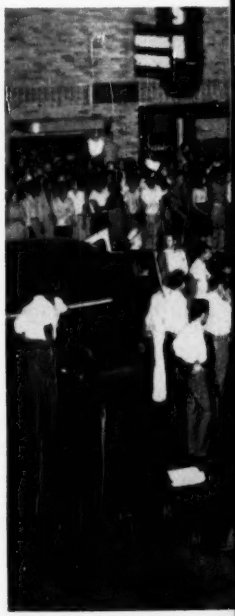
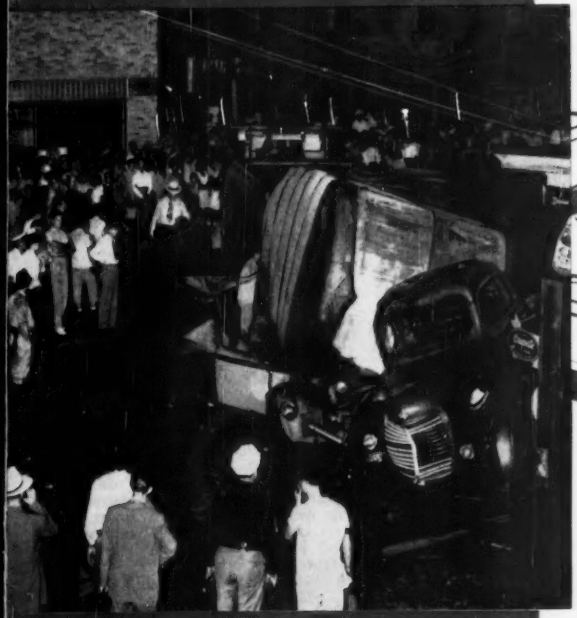
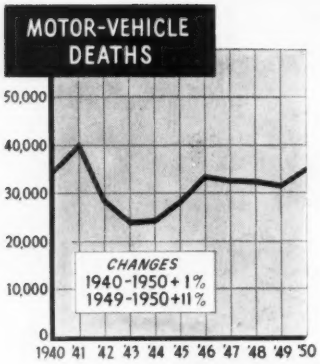


# TOLL . . . 35,000

By H. Gene Miller
Director, Statistical Division, National Safety Council






in the Pacific Region did deaths occur less frequently than in December a year ago. In the other regions, increases ranged from 2 per cent in the North Central Region to 36 per cent in the Mountain Region.

Of 45 states reporting, 32 had increases over December, 1949, one showed no change, and 12 showed decreases.

In contrast with the overall increase in deaths in December, 409 reporting cities had an average decrease of 6 per cent. Among these cities, 101 had increased death totals, 205 showed no change, and 103 showed decreases. Perfect records for December were reported by 239 of these cities, the largest of which were Hartford, Conn., Grand Rapids, Mich., and Arlington, Va.

### 1950 Experience

For the entire year 1950, all regions

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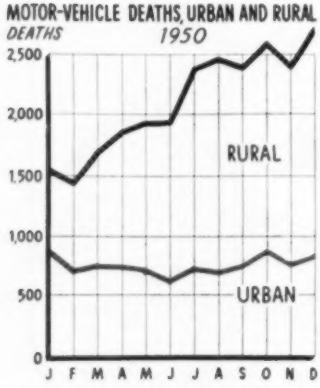


## THE NATIONAL ACCIDENT FATALITY TOLL

| | 1950 | 1949 | Change |
|---|---|---|---|
| ALL ACCIDENTS | 90,000 | 91,000 | — 1% |
| Motor-vehicle | 35,000 | 31,500 | +11% |
| Public non-motor-vehicle | 14,000 | 15,500 | —10% |
| Home | 27,500 | 31,000 | —11% |
| Occupational | 15,500 | 15,000 | + 3% |

*Note: The motor-vehicle totals include some deaths also included in occupational and home. This duplication amounted to about 2,000 deaths each year. All figures are National Safety Council estimates.*

### ALL ACCIDENTS

Killed—90,000. Down 1 per cent from 1949.

Injured—8,900,000.

Cost—$7,700,000,000. Includes wage loss, medical expense, overhead cost of insurance for all accidents; interrupted production schedules, time lost by workers other than the injured, etc., due to occupational accidents and property damage in traffic accidents and fires.

Deaths of children under 5 years numbered approximately the same as in 1949, as did those of children 5 to 14 years old. Changes in adult groups were: 15-24 years, up 6 per cent; 25-44 years, up 5 per cent; 45-64 years, up 1 per cent; 65 years and older, down 11 per cent.

Fatal falls numbered about 13 per cent fewer than in 1949 — 18,600; burns increased 8 per cent to 7,000. Drownings were down 9 per cent at 6,100, and fatal firearms accidents down 11 per cent at 2,100.

The 1950 death rate per 100,000 population was 59.9. This is the lowest rate on record, the next lowest being 61.2 for 1949.

### OCCUPATIONAL ACCIDENTS

Killed—15,500. Up 3 per cent from 1949.

Injured—1,950,000, or 5 per cent more than in 1949.

Cost—$2,700,000,000. Includes cost of interrupted production schedules, time lost by workers other than the injured, etc., as well as wage loss, medical expense and the overhead costs of insurance.

Total all-industry employment was about 2 per cent above 1949. Manufacturing employment, alone, increased 5 per cent.

Coal mine deaths totalled 637 in 1950, or 7 per cent more than were reported in 1949.

Railroad employee fatalities totalled 209 in the first eight months of 1950, a 22 per cent decrease from the comparable 1949 figure. The eight-month injury total was 13,321, or 14 per cent below 1949.

There apparently was a small increase in the rate of disabling injuries, for injuries rose 5 per cent while employment went up only 2 per cent and average hours worked increased slightly—perhaps no more than 1 per cent.

### WORKER ACCIDENTS

Killed—49,500, a 6 per cent increase from 1949. On job, 15,500, off job, 34,000.

Injured—4,550,000 a 2 per cent increase from 1949.

Time lost, including indirect, amounted to 410,000,000 man-days, equivalent to the shut-down of plants with 1,350,000 workers.

### PUBLIC ACCIDENTS
(Not Motor Vehicle)

Killed—14,000; down 10 per cent from 1949.

Injured—1,700,000.

Cost—$550,000,000.

The decrease in deaths was limited to persons 15 years old or older. Children under 15 years had about the same number of deaths as in 1949. Nearly half the decrease was in drownings. Fatal fire burns rose slightly.

### RAILROAD ACCIDENTS

Eight-month death total — 2,065; down 3 per cent from 1949. Injuries decreased 7 per cent to 20,465.

Grade crossing deaths were up 3 per cent; injuries, 13 per cent.

Passenger deaths numbered 57, compared to 15 for the same months of 1949.

Trespasser deaths numbered 784, a decrease of 8 per cent from 1949.

### AIRPLANE ACCIDENTS

There were four fatal accidents during 1950 in the domestic passenger-carrying operations of scheduled air carriers. Death totals were: 96 passengers and 13 crew members. The passenger death rate per 100,000,000 passenger-miles, based on preliminary information, was 1.2 compared to the 1949 rate of 1.3.

### HOME ACCIDENTS

Killed—27,500. Down 11 per cent from 1949.

Injured—4,100,000.

Cost—$550,000,000.

Three-fourths of the decrease was in deaths of persons 65 years old or older. Most of the remaining decrease was recorded by children under 5 years and persons 45 to 64 years old. Fatal falls decreased more than all other types in total.

### FIRE LOSSES

The value of property destroyed by fire in 1950 was $688,000,000, or 3 per cent more than in 1949.

# NCTS MEETS IN WASHINGTON

A STEPPED-UP program of organized public support for safe and efficient highway transportation and the conservation of manpower and materials through the reduction of traffic accidents will keynote the activities of the Annual Meeting of the National Committee for Traffic Safety at the Hotel Statler, Washington, D. C. on Thursday, March 8.

"We will search for very direct and specific methods whereby the power of public support can be of direct assistance in the national emergency," said Dr. John W. Studebaker, NCTS chairman, in announcing the meeting.

Another highlight of the session will be the announcement of the winners of the first Annual Citations for outstanding individual or organization performance in the public support field. The citations are limited to groups represented in the National Committee for Traffic Safety; in either national, state or local units, and to individuals associated with these organizations. A maximum of two national and ten state or local citations may be awarded.

A Board of Judges met in New York on January 23 to review the nominations, but their recommendations are a closely-guarded secret. The members of the board included: Dr. K. Frances Scott of Smith College, Northampton, Mass., past president of the National Federation of Business and Professional Women's Clubs; Mrs. Clifford N. Jenkins of Roslyn Heights, Long Island, vice president of the National Congress of Parents and Teachers; H. Elmer Marsh of Montpelier, Vt., president of the American Association of Motor Vehicle Administrators; Paul V. Betters of Washington, D. C., executive director of the United States Conference of Mayors and Dr. Fred V. Hein of Chicago, Health Education Bureau of the American Medical Association.

The form of the actual Citation will not be disclosed until March 8, although the National Committee for Traffic Safety indicates that the award will not follow any pattern currently in use in traffic safety honors presentations.

**Gen. J. A. Anderson, commissioner, Virginia Dept. of Highways; chairman, State and Local Officials' National Highway Safety Committee, and president of AASHO, will be principal speaker at NCTS annual luncheon.**

The week of March 5 will see numerous traffic safety activities in Washington coordinated with the annual session of the National Committee. Tentative plans call for the annual meeting of the National Committee for Traffic Training, a sub-committee of the National Committee for Traffic Safety, on Tuesday. Final details have yet to be announced by Norman Damon, chairman of the Traffic Training group.

On Wednesday, March 7, the Finance, Advisory and Executive Committees of the National Committee for Traffic Safety will be in session. Finance and Advisory will meet jointly at 10:00 a.m. in the Board of Directors Room at the National Education Association, 1201 Sixteenth Street, NW. and the Executive Committee will be called to order at the same place at 2:00 p.m. Julien H. Harvey, chairman of the Finance Committee and Norman Damon, acting chairman of the Advisory Committee will preside at the morning session, while Dr. John W. Studebaker will head the meeting of the Executive group.

The Annual Meeting of the National Committee will open at 10:00 a.m. Thursday in the South American Room of the Hotel Statler. In addition to various program events yet to be announced, the annual business meeting will include reports of standing committees and the nomination and election of officers.

Noteworthy features are expected to be the report of the Public Information Committee regarding progress in the preparation of a "Procedural Guide" for publicity and promotion of traffic safety conferences, institutes, seminars, workshops and similar sessions. William J. Scripps is the chairman of this committee. The Membership Committee, headed by Merwyn Kraft of American Transit Association will report on the traffic safety activities of the 86 national organizations participating in the National Committee. By Committee policy, organizations not showing a specific program are, after a probationary period, dropped from the National Committee roster. M. R. Darlington Jr. is chairman of the Nominating Committee which will report at the close of the business session.

The highlight of the session will be the luncheon at 1:00 p.m. in the Statler's Federal Room. In addition to the luncheon address, which is the principal guest spot at the meeting, the first citation winners will be announced and the first awards delivered.

On Friday, March 9, the National Committee on Uniform Traffic Laws and Ordinances takes over for its annual session to wind up a week of important meetings on highway safety subjects. Chairman Sidney J. Williams will preside at this session, which will involve many of the same people who will have participated in other conferences during the week.

# HOW WELL DO *YOU*

By Norman Damon

Vice President, Automotive Safety Foundation

IF we are inclined to delude ourselves about anything, it's the quality of our driving. That's like the two old ladies who regularly rode about in an antique electric automobile. When they appeared at tea one day without it, they were asked what happened to the automobile. The one who didn't drive spoke up promptly: "We had to sell it. People were always running into Minnie."

Most of us feel that if only the reckless and drunken drivers—the few people who cause the accidents—were taken off the road, motoring would be safer and more enjoyable all around. The only trouble with that idea is that it just isn't true.

The National Safety Council estimates that some 15½ million drivers are involved in accidents annually. That's not just a few people but almost a third of the whole driving population.

Moreover, we know that driver violations are a contributing factor in virtually all traffic accidents. The nation's traffic courts are now handling over 12 million cases a year. And that is only a fraction of the actual violations, because countless millions of traffic offenses go undetected and unpunished.

So the problem obviously is not the few, but the many. If, from the standpoint of numbers, we were to attempt a breakdown of all drivers who account for accidents, it would read something like this:

First, the great bulk of drivers, whose accident expectancy as individuals is slight, but whose number is so vast that they run up an appalling accident total.

Second, the accident repeaters, or accident-prone group—low in numbers, but high in ratio of misdeeds.

Digest of an address made by the author before the Highway Traffic Enforcement Session, Virginia State Safety Conference, Roanoke, 1950.

Third, youthful drivers with an unduly high accident experience.

Together, the multitudes represented in these groups pile up well over eight million traffic accidents a year. The annual cost to the nation is 32,000 lives, more than a million injuries and economic losses exceeding two and three-quarters billions of dollars.

Yes, it's time that we junked the dangerous notion that it's always the other fellow who causes all the accidents and commits all the errors in traffic.

A fundamental fact in the accident situation — not generally realized — is that at least half of the 54 million registered drivers in the United States today have never been put to a driver license examination, either written or behind-the-wheel. They have never had to prove through an adequate test their fitness and competence to operate a car. This is why we find so much resistance to re-examination, especially in the upper age brackets.

In considering the performance of drivers in the mass, we find that just as in the field of sports, only a few are exceptionally good and a few are dismally bad; the great majority of us rate about average. Maxwell Halsey, executive secretary of the Michigan State Safety Committee, recognized this sports analogy when he grouped drivers into three general categories.

He classifies as "amateur drivers," those who are so clumsy that they actually cause accidents by the way they drive. Among "semi-pro drivers," he groups that large segment of us who perform well enough not to cause accidents by our manner of driving, but not well enough to avoid being hit by the amateur drivers. And finally, he lists as "professional drivers," those who are so good that they not only do not cause accidents, but also are sharp enough to out-guess the amateur driver and avoid getting hit by him.

On the basis of clinical examinations, award programs, driver records and other data, we might say that numerically drivers can be grouped as follows: At the top, the 5 per cent who are accident free; next, 25 per cent who are above average; next, 40 per cent who are average; then 25 per cent who are below average; and last, the 5 per cent who comprise the accident repeaters and bad insurance risks.

We have valuable new light on the accident-prone driver in the recent work of Dr. W. A. Tillman, carried out under the Faculty of Graduate Studies, University of Ontario. Analyzing the driving record, as well as the home and business life, of scores of drivers, Dr. Tillman found a remarkably close relationship between good social adjustment and freedom from accidents. He found that people with a poor record in juvenile and domestic relations courts or credit bureaus, for example, also had bad accident records. His basic conclusion was that a "man drives as he lives."

We are concerned primarily with the run-of-the-mill drivers—you and I, and tens of millions like us—the vast majority who operate private vehicles for family transportation, business and office use and recreation.

Why are so many of us mediocre drivers? Or to put it another way, why is there so much faulty driving?

The level of driver performance today is the minimum required to get and keep a driver's license. Only a few drivers do their best most of the time, and even fewer do so all of the time.

Let us examine some of the actions and attitudes that lead to trouble in our driving. There are, for example, the extremes of using too little or too much energy in driving.

On the one hand, there is the person who is simply too lazy to handle a car in a safe manner. He's the type who hates to spend the energy necessary to give hand signals, especially if the weather is cold or rainy. He abhors the effort required to make a turn properly, and so forth.

On the other hand, there is the kind of driver who blows off steam in his driving, to the point of recklessness. This class is typified by the young driver with an excess of energy, plus a taint of the "cowboy-ism" that lingers in most of us, including adults. They rely on main strength to rescue themselves from a tight spot, either with a frantic turn of the wheel or a spine-jarring application of the brakes. They roar up to intersections, even those filled with pedestrians, trusting to luck that they stop in time.

Then there is the perpetual "leaner"—the type of driver who always assumes somebody else will take care of him if he gets into a tight spot. He's the kind who, when risking his neck by passing on a hill or curve, or by attempting to pass every car in a line instead of one or two at a time, expects that, somehow, someone will always make room for him in a pinch.

All but the best drivers are guilty of habitual failure to resist distraction either from within or without the car. For men, the distraction may be a pretty face or figure. For women, it may be the latest hat or dress in a store window.

This matter of inattention in traffic can be exceedingly costly. Take the case of the man who was tuning his radio while following fairly close behind another car at 45 miles an hour. He succeeded in getting the station he wanted and then looked up to discover he was practically on top of the other car. He cut his wheel wildly, swerved onto the soft shoulder of the road and turned over twice. He and his wife were hospitalized for days, his automobile was a virtual wreck. As a final filip, somebody stole $350 worth of photographic equipment and fishing tackle from the car while they were being taken to the hospital.

One driving authority developed what he called "induced distraction tests" for this tendency on the part of

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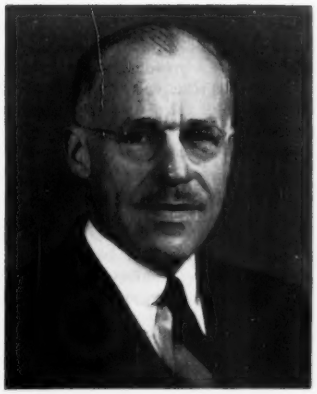
# DRIVE?



The author at left is vice president, Automotive Safety Foundation; chairman, National Committee for Traffic Training.

# CRACKDOWN IN LOS ANGELES

THE Christmas gift, a quart of fine whisky, stood on the police reporter's desk—unopened. The newspaperman, a hardened veteran of over two decades of news gathering, grinned as he commented:

"Things are getting bad when a reporter is frightened by his own stories. The cork doesn't come out of this bottle until I'm safely home."

He turned to a battered typewriter and in capital letters punched out the tag line of his news story—"DRUNK DRIVERS GO TO JAIL!"

Similar scenes were repeated over and over again in Los Angeles, California, during this last Christmas and New Year weekend. Bombarded in newspapers and over radio and television by the unwavering promise of jail sentences for drunk drivers—*no exceptions*—the city's drivers were startled into an awareness that somebody meant business.

While the emphasis was put on drunk driving, almost a traditional hazard for this season, for at least a month in advance the public had been exposed to a steadily increasing stream of news stories, editorials, cartoons, radio shows, spot announcements, and television appearances explaining and underlining the basic causes of traffic accidents. This form of traffic education, which is maintained at a high level during the entire year in Los Angeles, was calculated to build up to a crescendo at the beginning of the Christmas weekend.

It is interesting and heartening to note that a program of this type creates a vitality of its own. When it reaches its strongest phase, it begins to gather spontaneous support from many unexpected sources. On this occasion, radio announcers began closing commercials with stern warnings to the motoring public. Society, travel, and other specialized newspaper columnists carried the message to their

readers. Churchmen included the warning in their Sunday sermons. By the time the dangerous hours arrived it was safe to assume that every driver in the city had heard the warning many times; those who were combining drinking with driving were doing so *in spite of* a bombardment of good advice to the contrary.

The Christmas-New Year season, 1950, presented peculiar problems. With the nation involved in a bloody conflict in Korea and with the recent proclamation of a national emergency it was apparent that a dangerous, fatalistic "last fling" feeling was building up in the minds of some of the city's drivers. Experienced observers feared that the stage was indeed set for an orgy of highway death—predictions that later proved accurate for almost every place *except* Los Angeles City.

The headlines blared:

L. A. POLICE WAR ON DRUNK DRIVING

STRONG MEASURES CONTINUE AGAINST TRAFFIC VIOLATORS

DRUNKS TO BE PROSECUTED RUTHLESSLY, POLICE WARN

DRUNK DRIVERS JAM L.A. JAILS

The score———?

***No increase in traffic death rate!***

Despite predictions to the contrary, Los Angeles experienced no upswing in loss of life. At the same time the rest of the nation was experiencing one of the worst highway tolls in holiday history.

Perhaps the overwhelming weight of the publicity involved is best illustrated by the fact that a large eastern newspaper, swept along by the enthusiasm, reported "L.A. SOBERS UP AFTER MAMMOTH DRUNK"! This was a highly exaggerated report as the proportion of drunk drivers in Los Angeles was probably *less* than in any comparable area. Eleven hundred drunk arrests during a four day holiday in a city of two million population, can hardly be termed a "monster binge!" Of this number, only 171 were actually drunk drivers, the remainder being pedestrians whose intoxication had reached the point where they were endangering their own safety. It is apparent then, that, regardless of some unfortunate national publicity given the city, this attempt to save human life was an unqualified success.

Behind these facts lies a real-life drama of the big city. Here were policemen, safety experts, newspapermen, radio and television personalities working together in a united effort to prevent an unprecedented holiday automobile carnage on their city streets. Behind these facts were the weary police patrols, days off and leaves cancelled, patrolling the streets into the morning hours as they kept the promise—"Drunk Drivers Go To Jail!"

A highly interesting aspect of this program was the change from the "appeal" line to the negative strong "threat" approach. Chief of Police William H. Parker began the program early in December with a stern warning to the city's drivers. He promised that there would be no "holiday leniency" to careless, vicious, or drunken drivers. Business firms were asked to adopt the "no alcohol" rule at office parties. Workers were warned that drunken celebrants would not be allowed to endanger the safety of others. This was followed by news releases quoting traffic judges to the effect that the courts intended to back police efforts completely.

The phrase "Drunk Drivers Go To Jail" was adopted by the police Traffic Education Section and released in a continuous stream of news items, feature articles, photo series, radio and television programs, recorded radio announcements, and filmed television appeals. An additional warning was directed toward pedestrian celebrants, always a large part of any holiday casualty list. The slogan was accepted by the various information centers of the city and soon was seen and heard with monotonous regularity.

Deputy-Chief Bernard R. Caldwell, commander of the traffic bureau, is no believer in empty warnings. Through his office the facilities of the entire department were alerted for increased traffic duties. On the 22nd of December, the Friday afternoon that began the Christmas celebrations, police traffic patrols moved out in full force onto the city streets. Intoximeters* were available to every patrol team. For the careless and the reckless drivers, officers had supplied themselves with fresh citation books. Investigation kits were issued, cameras and flash equipment checked, and flares were counted out. The police department was ready to back up the warning!

*Chemical test for determining alcohol content of the blood by means of breath sample collected at the scene of the accident or arrest.

In the four-day holiday starting Friday, December 22 and including Christmas day, there were 536 traffic accidents of all types within the city. During the same period, along with the 171 drunk driving arrests, there were slightly over a thousand drunk pedestrian arrests. Investigating officers took a total of 574 evidence photographs during their arrests and investigations. Only three fatalities occurred, no more than in any ordinary week-end in Los Angeles.

To those unacquainted with the traffic problems of a rapidly expanding metropolis of the size of Los Angeles, this may seem an excessively high casualty figure. However, it should be pointed out that Los Angeles has steadily reduced its fatalities from well over 500 per year in the early forties to 274 in this year just completed. All this was accomplished in the face of large increases in population, vehicle registration, etc., and the resultant increased traffic problems.

In 1949 Los Angeles won 1st Place (Cities of over 1 million population) in the National Traffic Safety Contest. The 1950 death toll just released, represents a low of 3.27 deaths per 10,000 vehicles, the lowest U. S. figure for cities of the same population group. To realize the remarkable results Los Angeles has accomplished it should be borne in mind that this fatality index, currently 3.27, hovered around the 12.0 mark only ten years ago.

A nationally known traffic safety expert once advised cities against lim-

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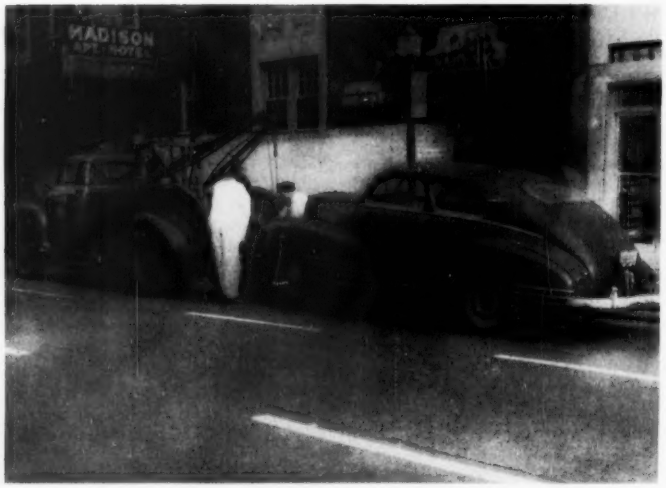
**Deputy Chief B. R. Caldwell, Commanding Traffic Division of the Los Angeles Police Department.**

# THEY REALLY MEAN BUSINESS




**Police tow car hooks on to car parked in defiance of No-Parking ban. It will be impounded in Baltimore's Police Car Pound until owner shows up to claim it.**

Citizen: *"Radio Police! Hello! I want to report a stolen car. 1948 Chevrolet Sedan, black, Maryland license 000-000."*

Police: *"Where did you park the car?"*

Citizen: *"On St. Paul Street, just below Preston."*

Police: *"Hail a cab and come to the Police Building at Fallsway and Fayette, and pick up your car."*

BEFORE you give the Baltimore Police Department credit for phenomenal speed in recovering this man's car, let us tell you that his car was not stolen, it was towed away by the Police Department because it was parked on an arterial street in violation of a city ordinance.

The Impounding Law which permits the Police Department to take possession of cars parked in violation of the law on certain specified streets has been in effect since January 26, 1948. It has proved to be one of the most effective, and one of the least objectionable traffic laws on the books. A car parked in violation on an arterial street is no less of an obstruction because a summons is stuck under the wind-shield wiper. It still reduces the capacity of the arterial street by one lane. The Impounding Law permits the street to be restored to its original capacity by allowing the Police Department physically to remove the car from the street. It has two distinct advantages therefore. It permits a speedy removal of a parked car, and insures that the street can operate at full capacity. It introduces another deterrent to the driving public who are sometimes tempted to park illegally. Not only is the driver subject to a fine, but he is also required to locate, identify, and claim his automobile at police headquarters.

The Impounding Law supplements the parking regulations on certain important streets in the city. For example, the parking regulations on the arterial one-way streets serving North Baltimore are shown in the accompanying illustration. Baltimore does not use any "No Stopping" regulations, permitting vehicles to stop at any time long enough to take on or discharge passengers. But as the illustration indicates, parking is prohibited from 7:30 a.m. to 6 p.m. on the right hand side of the one-way streets, and loading and unloading is prohibited on both sides of the one-way streets during the peak hour, and on the right hand side of the one-way streets during the secondary[1] peak.

The combination of the parking laws and the Impounding Law on certain important streets of the city permits a close approach to the theoretical capacity of the streets. The heavy interchange of traffic between the central business district and the northern residential area is served primarily by a system of four north-south one-way streets. At the present time during the peak hours these streets carry approximately 650 cars per lane per hour. A volume of 650 cars per lane per hour compares favorably with the generally accepted capacity of an expressway which is 1,500 cars per lane per hour. The comparison is more favorable than is immediately apparent because, of course, the one-way street has all intersections at grade, and time must be provided for cross traffic to flow. In this particular case, for example, only 50 per cent of the green time (60″ cycle) was assigned to the one-way street. Since only half the cycle was available to traffic on the one-way street, the volume rate was 650 x 2, or 1,300 cars per lane per hour. This is fairly close to the expressway capacity of 1,500 cars per lane per hour. This comparison gives only a measure of the efficiency of operation attainable on a one-way street, and does not, of course, change the fact that a one-way street lane has roughly only one-half the capacity of an expressway lane.

Inspector Schmidt is Commanding Officer, Traffic Division, of the Baltimore Police Department. Mr. Murphy is Traffic Engineer, Traffic Engineering Bureau, which is assigned to the Police Department. A close liaison between engineering and enforcement is maintained.

[1]On an inbound one-way street the peak period would be 7:30 to 10:00 a.m.; the secondary peak would be from 4:00 to 6:00 p.m.

By Bernard J. Schmidt and Charles J. Murphy

# IN BALTIMORE!

Without a doubt, these volumes could not have been attained if it were not for the combined effect of the parking laws and the Impounding Ordinance which insured, with few exceptions, that all lanes would be open for traffic during the peak period.

Parking regulations are established by action of a majority of Baltimore's 21-man city council, and approval by the Mayor. Details of the parking regulations vary from street to street, depending, of course, upon the requirements of traffic. The regulations illustrated are representative of those used on practically all of the arterial one-way streets. As mentioned before, we use no "No Stopping" regulations. In general, there are two types of restrictions applied: one, "No Parking," which of course prohibits parking, but does permit vehicles to load or unload merchandise; two, "No Parking, Loading or Unloading," which of course prevents vehicles standing at the curb for that purpose, but does permit a car to stop long enough to take on or discharge passengers.

Our present parking regulations have evolved over the years as the demands of traffic increased, and as each additional restriction has been proposed by the department, interested persons were given an opporunity to be heard at public hearings of the city council. Despite strong opposition, in many instances the council, recognizing the severity of the traffic problem, passed ordinances which today constitute our present parking restrictions.

The text of the Impounding Law was carefully phrased. For example, under the ordinance the police commissioner is authorized "to take possession of and/or remove" any vehicle parked in violation of the law on certain specified streets. Because of this stipulation in the ordinance, this department is actually empowered to enter an automobile and push it away, rather than tow it away from the arterial street. As a result, the impounding trucks can bring in two cars at a time — one being towed, the other pushed.

Incidentally, the city council recently passed an ordinance which now empowers the police commissioner to

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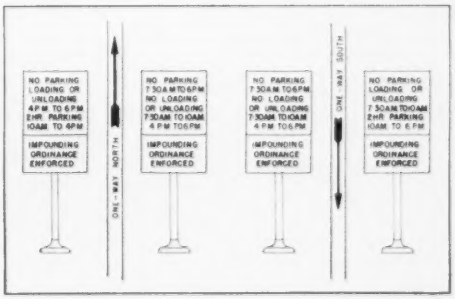
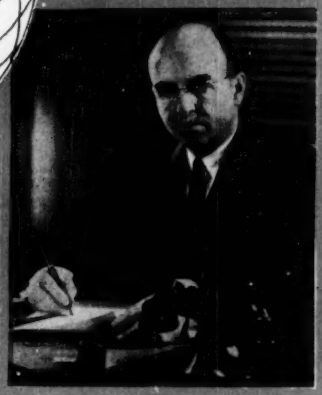
Above: Violator's car is dropped off at Police Car Pound by Baltimore Police Department tow truck. It doesn't pay to ignore Baltimore street signs.

Below: Violator must identify his car, show proof of ownership and pay fine plus tow bill at the Police Car Pound.


NO PARKING LOADING OR UNLOADING 4 P.M. TO 6 P.M. 2 HR. PARKING 10 A.M. TO 4 P.M.
IMPOUNDING ORDINANCE ENFORCED
ONE-WAY NORTH
NO PARKING 7:30 A.M. TO 6 P.M. NO LOADING OR UNLOADING 7:30 A.M. TO 10 A.M. 4 P.M. TO 6 P.M.
IMPOUNDING ORDINANCE ENFORCED
NO PARKING 7:30 A.M. TO 6 P.M. NO LOADING OR UNLOADING 7:30 A.M. TO 10 A.M. 4 P.M. TO 6 P.M.
IMPOUNDING ORDINANCE ENFORCED
ONE WAY SOUTH
NO PARKING LOADING OR UNLOADING 7:30 A.M. TO 10 A.M. 2 HR. PARKING 10 A.M. TO 4 P.M.
IMPOUNDING ORDINANCE ENFORCED

**Beecroft Memorial Award Lecture in four installments—Part II**

# TRAFFIC SAFETY and the



Sidney J. Williams

By Sidney J. Williams

THE whole program of the President's Conference is based on cooperation between government and the people. Of many examples I shall mention only two.

### Uniform Laws

For at least 25 years we have been wrestling with the problem of uniform traffic laws and ordinances. From the beginning we have shunned the primrose path of direct federal legislation on rules of the road, speed limits, driver licenses and so on—an inviting shortcut to quick results, but sure to bring endless controversies and local nullification. We also have recognized that no uniform or model law deserves such name unless it represents a real meeting of the minds of official, business, technical and civic groups. The results have clearly proved the soundness of this approach. State adoption of the five Acts of the Uniform Vehicle Code, and city adoption of the Model Traffic Ordinance, have been far from universal but certainly as rapid and as general as can be found in any comparable field.

We still have problems. We need to distinguish more clearly between substantial and literal uniformity. We need less lip-service at national meetings and more real support in state capitols; more willingness to hammer out a compromise and then stick to it. Still, our measure of success has been great enough to make Uniform Traffic Laws a significant case study in the practical working of our Federal Union of States.

### The Annual Inventory

We all want the states and cities to do a better traffic job. As private citizens many of us think we know how the job should be done. As officials we don't like too much unsolicited advice, particularly from Washington, New York or Chicago.

Cashing in on the American zest for competition that sends most of us crazy at World Series or Rose Bowl time, the National Safety Council nearly 20 years ago started a contest among states and cities for the best traffic programs and records. The Contest caught on at once; governors and mayors came a thousand miles to receive the coveted awards — proving once more that praise, recognition, is far more potent than criticism.

Others then wanted to know how *they* could win an award; for in this country no one likes to be last. And so there developed, under the sheltering wings of the President's Conference, the Annual Inventory of Traffic Safety Activities. All the states and most of the cities make, of their own free will, detailed reports such as no Federal law could extort from them. These reports, when compared with one another, show clearly just where and how your city or state, or mine, is leading or lagging. Civic pride then has something definite to work on: our engineering is pretty good but our school safety is poor and our police and courts are odoriferous —or vice versa. Collectively the reports show what kinds of programs bring actual results in accident reduction, what standards of performance should be set, and whether the nation as a whole is creeping forward or slipping back.

The Inventory has not only helped to reduce accidents. It has shown how to get things done in this democracy.

### Safety and the Schools

The Machine Age has had both educators and laymen in a dither as to the aims and methods of education. So many more young people go to high school and college. There is so much more to learn. To make matters worse the schools feel that they have been asked, rather unfairly, to take over certain training that ought to be done at home, from cooking and sew-

ing to manners and morals. And the high schools and colleges are so busy equipping their students to earn a living that they have little time to teach them to *live*.

Education, like government, is one of the social sciences that has not yet caught up with the Machine. And again the imminent, universal, concrete problem of traffic accidents has high-lighted the larger problems and is, I believe, helping to point the way to their solution.

In the grades it is easy to see the futility of teaching the three R's to a youngster who will shortly be killed crossing the street or playing with a chemical set. It is easy for the classroom teacher to spend a few minutes each week in simple safety instruction. It is easy to form school safety patrols, with the help of the police and of a local safety council or civic organization, all of whom find this a fertile field for good public relations. These things are now being done almost everywhere.

Statistics show how many thousands of young lives have thus been saved. Again, the by-products are even more important. The children learn, by seeing with their own eyes, why we must have laws and police; why we must, as a practical necessity, be our brothers' keepers.

### Driver Education

There is, to my knowledge, no evidence that this training in the art of safe walking carries over into the high school age to make the same youngsters safe drivers. Perhaps, having been taught to keep out of the motorists' way, they even feel that now it is up to others to keep out of *their* way. So we must start all over and train our young people in the middle teens in the art of skillful driving including the attitude of safe driving.

The argument for driver education, in classroom and behind the wheel, for every eligible student in every high school is simple and conclusive. Driving is more universally practiced than any other of the many manual arts now taught in these schools. It involves greater hazard, to the driver and to others. (If a girl is not taught how to cook, at worst her husband gets indigestion and a bad temper.) And certainly, considering today's and tomorrow's traffic, driving cannot safely be learned without definite training by a qualified instructor. Several studies have indicated that trained drivers have only about half as many accidents and violations as comparable drivers without training.

The practical difficulties are: driver education requires trained teachers; it costs money; it raises questions of legal liability.

As to the first of these, such teacher training is now offered in many places, thanks to the fine work of the American Automobile Association, the New York University Center for Safety Education, the insurance companies and others. The financial problem of providing cars for practice driving has been greatly reduced by the generous offers of automobile manufacturers and dealers, through the efforts of the Inter Industry Highway Safety Committee, the AAA and others. Any question of legal liability of school boards or officers would seem one to be faced and solved, rather than to be used as an excuse for inaction. The whole subject of driver education has been clarified, coordinated and officially blessed by the National Education Association through its Commission on Safety Education.

It seems therefore little less than shocking that only one-third of eligible high school students are now receiving any kind of driver education and only 15 per cent get training behind the wheel. This is something which we engineers in our larger responsibility cannot ignore.

### The Teen-Age Driver

Here I must put in a word in defense of the much-criticized teen-age driver. According to meager available data the driver in the teens, i.e., below twenty, has a lower annual accident rate than those in the early twenties and only slightly higher than the 25-29 group. The young driver is greatly influenced by the example (rather than the words) of his elders, especially his parents, and too often that example is bad. He craves adventure, he is full of animal spirits—which we find very useful when we send him into battle—and if that natural, normal urge is expressed in reckless driving it is often because we have offered him no other outlet.

If you have listened, as I have, to a panel discussion by teen-age drivers* I am sure you have been convinced that they appreciate the hazards and the responsibilities of driving quite as well as any of us. Student "courts," empowered to revoke a student driving or parking permit, often reach more realistic verdicts than their adult counterparts because they better understand both the offense and the offenders. Even the "hot-rods" have been found open to a friendly, constructive approach.

I do not minimize the problem of the young driver. It is part of the greater problem of giving to immature minds a firm foundation of moral values and emotional stability in a world filled with hate, conflict and destruction.

The young driver often deserves criticism but above all he needs help and a good example.

### Colleges and Universities

The colleges and universities are meeting the growing demand for many kinds of training in or related to safety in traffic and elsewhere. They are giving undergraduate, graduate and short courses for highway, traffic and industrial engineers, police, and teachers; including safety in agricultural and home economics courses; playing host to regional institutes. The various kinds of in-service training today are too many for even the briefest listing. The colleges are looking also into safety on the campus and in their shops, laboratories, and residence halls.

Because Safety touches everything, it touches every part of education.

### Public Education

Perhaps the newest of all social sciences is that of getting masses of people to think or do what we want

*See The Teen Age Driver, National Safety Council, 1949

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# Highway Zoo

by
PAUL JONES
drawings by
RALPH MOSES

A LOT of fuss has been made lately about an American horse and a German dog that have been taught to drive an automobile just like a human being.

What's so amazing about this? It seems only fair. People have been driving like animals for years. You hadn't noticed it? Then come with me for a little tour of our modern Highway Zoo. Here's what we see:

## the Chimpanzee

This is the character who hangs on to the roof of the car with his left hand while he drives with his right. This leads to all sorts of monkey business in traffic. Just what the big ape gains by this kind of gorilla tactics no one has ever been able to figure out.

## the Jackrabbit

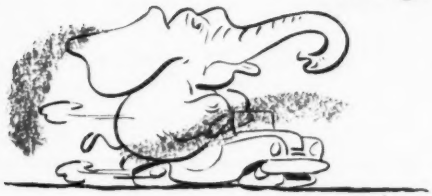
This is the scatback type who zigs and zags through traffic like a frightened bunny. Too often he is a fat, puffy old geezer who couldn't waddle 100 yards in 10 minutes. But behind the wheel of his car he's the shiftiest, most swivel-hipped jerk on the road—a real triple threat.

## the Ostrich

This is the weird personality who believes that if he ducks his head behind the wheel and pays no attention to anything, nothing can harm him.

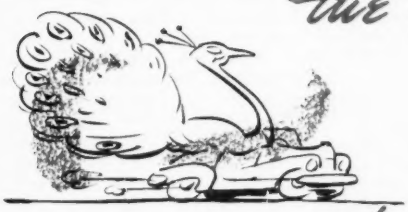
## the Roadhog

This animal has been around for a long time and is one of the most prevalent and unpopular in the Highway Zoo. He combines all the most distasteful characteristics of the barnyard hog without any of the useful attributes the real porker offers.



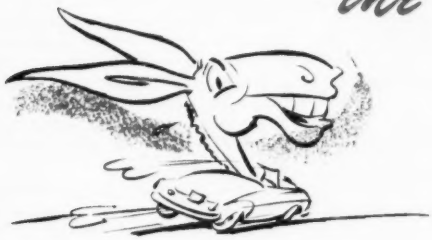
## the Elephant

This is the big, stalwart, unpassable type who plants himself in the middle of the road and slowly plods along. He causes a lot of accidents by provoking eager beavers into zooming around him regardless of the risk. Accused of being a traffic hazard, he looks hurt and surprised and says, "Who me? I was only going 20!"



## the Peacock

This is the preener, the strutter, the Thing of Beauty who knows darned well that he (or she) is stealing the show on the highway, and drives accordingly. A conspicuous example is the long-bobbed blond in the convertible who has the top down regardless.

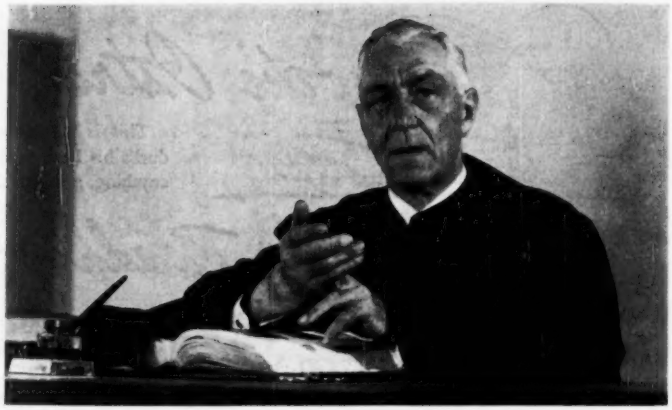


## the Jackass

This type is as versatile as he is common. He can be the showoff who risks his own neck and everybody else's by speeding and weaving. Or he may turn up as the plain stupid oaf who just doesn't savvy that modern driving requires a little thought. In fact, he is most any driver on the highway except you and me! And I'm not so sure about you!

There are other specimens in our Highway Zoo, of course, but the one animal no person tries too hard to emulate is the horse. This would require horse sense, and that is a very tough traffic achievement these days.

By Albert W. Hayer
Judge, Municipal Court, Painesville, O.



# LET'S GET DOWN TO CASES

SENSE. The dictionary comes up with about two columns of fine type giving the various definitions of sense, but one of them most concerns traffic court judges and prosecutors. Sense, says the dictionary in one definition, is a "perception through the intellect; realization; understanding; discernment; appreciation; as, a *sense* of the value of a thing."

Believe me, judges should be given a much wider latitude in their charge to the jury so that its members will understand the language of the law, realize the import of what is proved and have a discerning appreciation of their own responsibilities concerning a just verdict.

When Glenn M. Schultz, secretary of the Traffic Courts Division of the National Safety Council, wrote and asked me for a few "philosophical jewels" in re: juries, I told him that such an invitation had the same effect as though a bartender had invited a lush to hold forth on the subject of his marital difficulties.

Historically, a misdemeanor (defined by the Ohio Statute as a minor offense) as distinguished from a felony, was of little consequence and the crossroad justice of the peace administered his homespun brand of law and justice quite ably and effectively. Legislatures have written only a very few new felonies since "grandpaw" was a boy, but in the same period, hundreds of new misdemeanors have been written. But that doesn't tell the whole story. The penalty of the violation has little to do with the ferocity of the defense.

The aftermath of a conviction is the real issue, such as the suspension or revocation of a liquor license or driver's license, or the civil suit for personal injury or property damage. In addition to that, the petty racketeers are all men of large means and will, and do, spend thousands for defense. The lawyer who defends this type of client is very well paid. He is usually adept at confusing the issues, and wants to win his case to earn his substantial fee.

You may well wonder what all this has to do with the subject of juries? What I'm trying to say is that misdemeanor trials today are a full-dress event, the organ plays fortissimo with all the stops pulled out and thrown away.

I believe a multiple judge court would solve the problem. Composed, perhaps, of the elected judge and two lay members, selected for each case. The elected judge, without undue influence, could go far in de-bunking the shell game tactics of certain defense specialists.

I do not believe, however, that the public is ready for the elimination of juries in criminal cases. Such a reform fathered by lawyers would result in stillbirth. Advocated by agencies such as The National Safety Council it would be considered "zealotic disregard for our civil liberties."

But I do not place all the blame on the naivete of the jury. I would direct reform to the charge of the jury. How flattering it is to believe that any judge, even with the best education, experienced in trial work, and a veteran of the bench, with the vocabulary of a Shakespeare, and the elocution of a Barrymore, can tell a jury in one easy lesson the meaning of "reasonable doubt" and "presumption of innocence," to say nothing of the explanation of the specific law alleged to have been violated.

I have never charged on "reasonable doubt" and "presumption of innocence" without the feeling that the State was being sold down the river. Defense tactics prepare the jury for it. Defense lawyer on *voir dire* examination, with a paternal arm around defendant's shoulder, will say to the jury in dulcet tones:—"The Court will

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# GREEN CROSS News

by TOM A. BURKE

GEORGE H. LOWE, president of the Utah Safety Council, died of cerebral hemorrhage in the hospital in his home town, Ogden, Utah, an January 6. Mr. Lowe was a member of the NSC board of directors and had been chosen as chairman for the Western States Safety Conference scheduled for Salt Lake City next June. Mr. Lowe was a distinguished lawyer who had served as president of the Utah Bar Association and as a member of the Rules Committee of the national Association. For years he had been prominent in civic affairs and in Mormon Church work. He had served as president of the Ogden Community Chest, president of the Kiwanis Club and governor of the Utah-Idaho District of Kiwanis. For several years he had been prominent in local, state and national safety work. He was 67 years old at the time of his death.

### Christmas Office Parties

The executive committee of the Greater Los Angeles Chapter, NSC, passed a resolution going on record as "favoring total abstinence from alcohol beverages at all office parties during the 1950 Christmas season." The resolution called attention to the excessive use of alcoholic beverages at such affairs in previous years and emphasized that the Los Angeles Police Department has "expressed great concern over the high incidence of drunken driving during the holiday period." The resolution was widely publicized in the press and over the radio.

### For Elderly Pedestrians

In order to reach and appeal to elderly people to be alert when walking, the Denver Chapter, NSC, in cooperation with the Welfare Department, recently sent out 14,000 leaflets with the monthly pension check mailings. The Civitan Club also cooperated with the Denver Chapter in preparing and distributing a series of concise "Dos and Don'ts" for traffic safety through the Fox theaters of that city. The leaflets were distributed in all theaters showing traffic safety trailers.

### A Million Homes Reached

More than 1,000,000 homes were contacted in the ninth annual home inspection project recently sponsored by the Greater New York Safety Council, the Board of Education and all public and parochial schools in the metropolitan area. The Police Department provided its usual splendid cooperation in delivering the checklists to all schools and in picking up the inspection reports after inspections were made. Twenty important hazards were listed with suggested corrective procedure set forth with each hazard, to make the task easier for New York housewives.

### Drunk Drivers

As in recent years, Detroit judges clamped down on drunken drivers during the December holidays and many a tipsy motorist had to sober up in the hoosegow. Since the "Go to Jail" program was inaugurated in 1941, drunk driver accidents causing a death have been reduced from 47 in that year to four during 1949. During the recent December campaign, 8,500 posters were displayed on street standards and in bars and taverns and the injunction "if you are driving, take it easy" was placed on thousands of table tops in bars and restaurants.

### San Jose's Well Posted on Safety

SIGNAL FOR SAFETY
Let's SIGNAL FOR SAFETY
Let's SIGNAL FOR SAFETY
Let's SIGNAL FOR SAFETY
Let's SIGNAL FOR SAFETY
Learn and use the Drivers Sign Language

**MEMBERS of Quality Travelers Club of San Jose, Calif., are posting "Signal for Safety" placards in retail outlets throughout Santa Clara County. Marvin Cantrell, left, club president, and Clifford Matthews, right, secretary, look over posters as they are presented to John B. Massen, county central committee chairman of "Signal for Safety" campaign.**

### "Summons for Safety"

A "summons" printed with a holly-mistletoe border, was tucked into the windshield of every parked automobile in the business section of Concord (N. H.) on the Saturday afternoon preceding Christmas. The notice "summoned" the motorist to "spend a merry and safe Christmas and a happy and safe New Year," by practicing safety when driving and walking. The stunt was sponsored by the Concord Automobile Dealers Association with the Concord Safety Council. Cards were distributed by Boy Scouts.

### Louisville Slogan Contest

The Louisville Safety Council, in cooperation with the Junior Chamber of Commerce, recently sponsored a safety slogan contest in which more than 4,000 citizens submitted 12,032 slogans. Thirteen prize winners will be selected to share cash awards amounting to $400. The slogans were limited to six words, to find a short, snappy injunction

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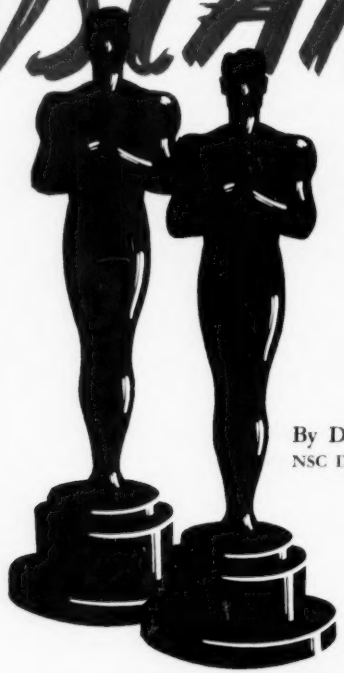
# OSCARS

## FO



By Dan Thompson
NSC Director of Radio

Phil Harris and Alice Faye are shown as they receive the National Safety Council's Award of Merit for Exceptional Service to Safety for transcribing a series of traffic safety programs requested by nearly 1,200 of America's radio stations. Representing the National Safety Council is Robert A. Riddell, Collector of Internal Revenue and Green Cross Chairman for the Greater Los Angeles Chapter.

Red Skelton, famed movie and radio star, is shown as he received the National Safety Council's Award of Merit for Exceptional Service to Safety in recording two "Safe Winter Driving Jingles" in connection with the Council's safe winter driving campaign of 1949-1950. Representing the Council in the presentation is Los Angeles Traffic Court Judge A. J. Bernhardt.

Roy Rogers and Dale Evans, who conduct a school safety c each year, earned the National Safety Council's Award of Me Exceptional Service to Safety for contributing their services series of "Green Cross Safety Jingles," which were transcribe sent to nearly 1,200 stations requesting them.

# SAFETY

TEN members of the National Safety Council's Motion Picture and Radio Committee were honorder recently when the Council presented them with awards of Merit for Execptional Service to Safety.

"These ten artists made it possible for the National Safety Council to distribute their transcribed appeals for safety to radio stations throughout the country," said Ned N. Dearborn, president of the Council. "Their unselfish contribution of time and talent is a conspicuous example of the support safety is receiving from many sources."

The artists receiving the award were Phil Harris and Alice Faye, Roy Rogers and Dale Evans, Burl Ives, Dinah Shore, Judy Canova, Jack Carson, Red Skelton and The Sportsmen.

Phil Harris and Alice Faye received the award for exceptional service to traffic safety by making a series of transcribed programs on the Council's "Signs of Life" theme. They had previously earned an Award of Merit for their services in connection with the Council's safe winter driving recording. Phil Harris is continuing his service to safety by serving as chairman of the Motion Picture and Radio Committee for 1951.

Roy Rogers and Dale Evans were honored by the Council for transcribing a series of "Green Cross Safety Jingles" directed to school children and for sponsoring the annual Roy Rogers School Safety Award Contest for elementary schools.

Burl Ives received an award for a series of transcribed musical appeals in connection with National Farm Safety Week.

Dinah Shore, Judy Canova, Jack Carson, Red Skelton and The Sportsmen were honored for exceptional service to safety in recording a series of safe winter driving jingles that were requested by more than 775 radio stations in the nation's snow belt in the winter of 1949-1950.

The Phil Harris and Alice Faye "Signs of Life" recordings and the Roy Rogers and Dale Evans "Green Cross Safety Jingles" transcriptions were requested by nearly 1,200 radio stations throughout the country. Burl Ives' farm safety appeals were broadcast by nearly 400 radio stations in agricultural areas.

Dinah Shore, who sang two "Safe Winter Driving Jingles" for a National Safety Council radio recording in 1949-50, received the Council's Award of Merit for Exceptional Service to Safety from Jim Bishop, President of the Greater Los Angeles Chapter of the National Safety Council.

Another winner of the Council's Award of Merit was Judy Canova, star of stage, screen and radio, who accepted the award on her November 11 broadcast.

## Traffic Safety and the World We Live In

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them to. The art of propaganda is as old as politics or religion; the mass selling inseparable from mass production is trying, at least, to make it a science complete with market analyses, circulation audits and Hooper ratings. "Propaganda" has acquired unpleasant connotations but since the word comes from the Roman Catholic Church it should be sufficiently respectable for our use, especially as the full phrase *"propaganda fidem"*—spreading the faith—is just what we are talking about.

In Safety we are deeply concerned with spreading the faith and we use all the techniques and devices of propaganda. And all the propaganda channels—newspapers, magazines, radio, television, the movies, outdoor and other advertising—have gone the limit in their support. Their close working relationship with the safety groups has produced a program of public education that is positive and accurate.

Equal praise must be given to that other great medium for public discussion, the innumerable civic organizations, national, state and local.

As a result the American people are quite well informed on issues relating to highway traffic—more so, I believe, than on the issues of international peace and domestic economy. Perhaps the propagandists too could learn something from a study of traffic safety.

Can propaganda alone prevent an accident? I don't know. Like the sermons against Sunday golf, those who most need it aren't listening. But even if propaganda *per se* has few put-outs it certainly has a great number of assists in building public attitude and supporting much needed laws, enforcement, training and the like.

### Problems in Safety Education

We still don't know just how to teach Safety or what methods are most effective. (All education is of course plagued by the same questions.) A normal person who has experienced an accident is not likely to make the same mistake again; how can we create in him this awareness, this attitude, before he has had the accident? Shall we scare him, kid him, or play it straight? Our best guess to date is; some of each. Don't be too obvious or too solemn; don't, as Kiping put it, "look too good nor talk too wise." Use praise rather than blame. Sell each group in terms of its particular interest which for the business man is profits (that was Hoffman's approach), for the politician votes and so on. Let the business man or the politician interject, as he generally will, "But anyway I don't want my people to get killed." For the individual driver, especially the young, make Safety intensely positive, not a lot of don'ts, but skill in getting where you wanted to.

The Safety Movement has, I think, learned these simple facts a little better than have some other worthy causes. We look eagerly to the educational psychologists for further guidance. We think they would find in traffic safety education an excellent laboratory for the study of education in general.

We have learned, too, how interdependent are education, or propaganda, and enforcement. Neither alone can go very far for very long; combined, and backed by good engineering, they cannot fail.

Mr. Williams' Beecroft Lecture will be continued in the March issue.

## Green Cross News

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that would be a worthy successor to the "Stop Accidents" slogan featured in the educational work of the Council during recent years.

### Safety "Medicine"

For each of the two years 1948 and '49, Utica (N. Y.) experienced eight motor vehicle fatalities. Up to November 7, only two victims had met death on Utica streets. To guard against the possibility of history repeating itself, the Utica Safety Council arranged for Boy Scouts to hand yellow cards to jaywalkers and other traffic violators, reading "Will You Be One of the Six?" The Scouts devoted a week to this warning campaign. Press and radio cooperated and the Undertakers Association provided a grotesque touch by parading two ambulances and three hearses.

### Announce Film Contest

Entry blanks have been mailed to all interested parties on record announcing the annual safety film contest to select the outstanding motion pictures and sound slidefilms produced or released in 1950.

In the endeavor to further accident prevention through better films, this contest is conducted each year by the National Committee on Films for Safety. There is no charge for entering the competition or for the awards given to the winners.

Entries must be received by February 19, 1951. For further information, write Committee Secretary Wm. Englander, 425 N. Michigan Ave.—5th floor, Chicago 11, Ill.

## Alexander Heads NSC Industrial Department

Charles F. Alexander has been named manager of the Industrial Department of the National Safety Council, according to an announcement by Ned H. Dearborn, Council president.

Mr. Alexander has had extensive industrial experience in the fields of production, engineering, foreman training, and sales. He comes to the Council after five years with the Cherry-Burrell Corp., Chicago. His most recent position there was as assistant general manager of manufacturing where his duties included coordination of production methods and defense contracts.

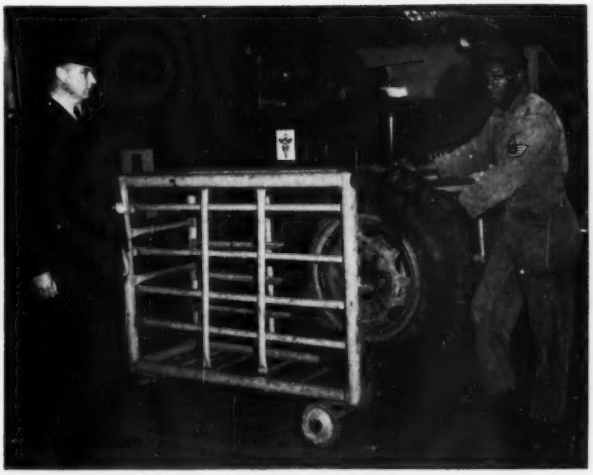
For two years he was senior staff engineer with George Frye and Associates, management engineers, and for ten years served in various positions in engineering, production, sales, and foreman training with the Buick Motor Division of General Motors.

"Mr. Alexander is exceptionally well fitted to take charge of the Council's industrial program in these critical times," said Mr. Dearborn. "His knowledge of industrial production methods, his extensive participation in foreman training programs, and his sales experience have given him a keen insight into the need for and methods of industrial safety.

"Although industry has led the way in safety, we recognize there are important segments of industry where accident prevention has received less attention than it deserves. We believe Mr. Alexander has the background, the knowledge, and the personality to head up the Council's program of activities aimed at further reducing accident losses among the workers of this country."

Mr. Alexander assumed his new duties February 1. A. M. Baltzer, assistant manager of the Industrial Department since 1946, continues in that position.

# Safety Savvy Pays Off



WHEN S/Sgt. Isaac Guthrey witnessed the death of a fellow serviceman from a lock rim which blew off while a tire was being inflated in an army motor pool in Europe several years ago, he decided to do something about it. Now, while stationed at the Strategic Air Command's Travis Air Force Base at Fairfield, Calif., Guthrey has completed the project. Travis officials say it really works.

Guthrey's tire guard consists of a frame with cross braces made of salvaged material, which he designed, cut, and welded during off-duty hours. To make it mobile, the sergeant mounted the guard on wheels with a towing device.

When a tire is mounted on a wheel, it is held in place by an outside rim and a locking rim. If the locking rim is not seated just right, inflation of the tire may force it off with such speed that it can kill the worker.

In constructing the tire guard, the only expense to the Air Force was the oxygen, acetylene, and welding rod. Allen A. McGaha, safety engineer with the Travis AFB ground safety office, says of the device, "We have had several injuries at the base due to rims flying off while tires are inflated. Since Sergeant Guthrey's tire guard was put into use, there has been no injury due to this cause. It should save many man-hours per year."

## Let's Get Down to Cases

*From Page 18*

charge you that this boy is presumed to be innocent as he sits here. Are you willing to give him that presumption of innocence all through this trial?" That routine is followed in the examination of 12 to 24 individual veniremen. The same routine on "reasonable doubt."

Sure enough, the Court obliges, and defense counsel is clothed with the prestige of an oracle, and the Court has spoken in favor of the defendant.

I have come to the conclusion, that IF a judge, after the 12 jurors had been seated, and before opening statement of counsel, could step down from the bench, and informally and extemporaneously discuss "reasonable doubt," "presumption of innocence" and the highlights of the law alleged to have been violated and answer relevant questions of the jurors, that many cases of miscarriage of justice would be averted. The judge would lead the discussion in non-technical terms, the aura of mystery would disappear, and the tension of the *voir dire* examination would be removed.

I would like to sit down with the jury in a pre-trial meeting, bum a pipefull of tobacco and a match, or indulge in some other appropriate ice-breaker. And in a driving while intoxicated case say "Now, folks, to be guilty of a violation of this law a man does not have to be staggering drunk or lying on the ground holding on to the grass to keep from falling off the earth. The amount of liquor or beer consumed is not too important—the important thing is—did it have any influence on him." A staggering drunk can't find the keyhole for the ignition key and usually doesn't get away from the curb. The formal charge should still be given and would serve as a review of the preliminary charge.

Steffani v State (Arizona) (see Donigan page 4) is the best charge I have ever seen on the meaning of "under the influence." It is not the language of the sports page, or the news commentator, or comic books, or the mother tongue of the average juror, but the "formal language" to which I refer, and I doubt whether it penetrates very deeply into the minds of the jury. I am tempted to use a modification of the language used by Dr. Muehlberger in the second paragraph, page 75, of Donigan's book. Most of the readers of PUBLIC SAFETY have seen the inhibitory releases described there, and the jury could visualize "under the influence." Defense screams of agony would probably be heard in Chicago.

Juries are too sympathetic toward the accused, especially in misdemeanor cases which do not "shock the conscience." To overcome this sympathy the prosecutor must equal the defense attorney in the thespian art, and the judge must be permitted to deliver his charge in language as graphic and informal as a news commentator, and not in language selected for publication in a legal periodical.

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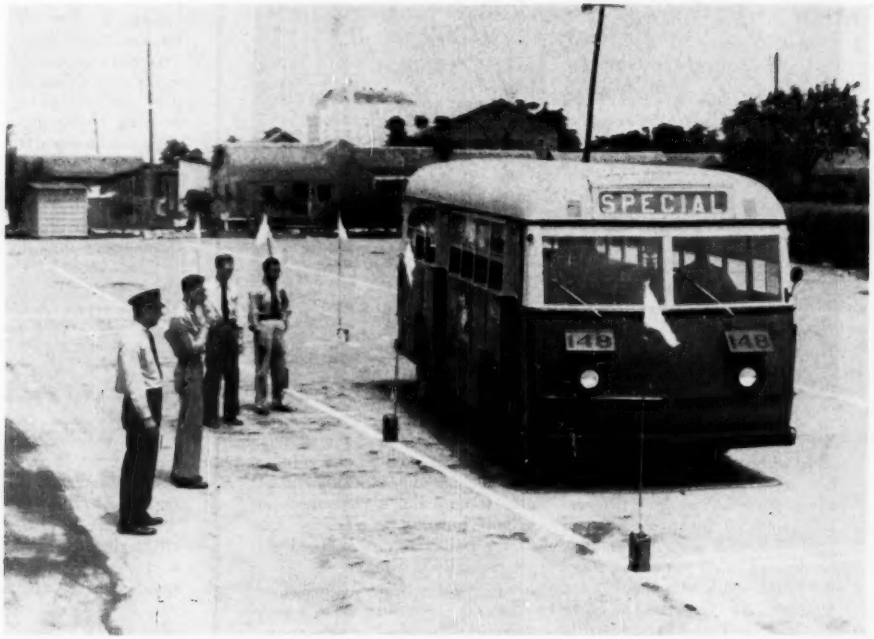
## DAFFYNITIONS

Dimple: A depression that made good.

Thinning hair: A crisis coming to a head.

Parking space: Convenient area along the curb that's just been taken by the *—@! in the car ahead, who sneaked in while you weren't looking.




# HORSE SENSE vs NONSENSE

By Russell Fitzpatrick
Director, Policy Holders' Service Department,
Highway Insurance Underwriters, Austin, Texas

FLEET operators who want to stay in business have to be able to distinguish between what is "horse sense" and what is sheer nonsense. For that matter, we all must develop this mark of maturity, if we would be sane, healthy and have some modicum of prosperity.

Operating a fleet is merely the job of operating a truck, bus or other vehicle multiplied over and over again. We know how the vehicle can be operated safely, economically, expeditiously, intelligently. Just plain "horse sense" tells us that any number of vehicles can be operated in the same manner, if we are willing to get down to cases and work out our problem. The nonsensical approach envisions some Utopian way of doing the job with forms, or machines, or standardized means that call for mechanical men as operators. *We* prefer to use common sense, just plain "horse sense," even if its takes work to make our plan work. We think most fleet operators really prefer this method, too, hence these comments:

Digest of an address by the author before the Commercial Vehicle Section of the National Safety Council, 38th National Safety Congress, Chicago.

The business of driver-candidate selection has been kicked around and overplayed to a fantastic extent. I know that I am differing from my learned colleagues in the teaching business when I state that there has been too much generalization respecting the term, "driver." Blanket standards have been piously advanced that are supposed to cover drivers generally.

Blanket standards alleged to cover over-the-road bus drivers, the drivers of dairy trucks that operate at low speeds over city streets, heavy equipment men in oilfield work, taxi drivers, and freight line drivers are now available and their use is advocated widely. I think that our failure to recognize the specific factors covering any given driving job has led to a lot of confusion.

I know a fleet operator who has a crew of drivers who range far and wide picking up dead animals, which they haul to his three rendering plants. These men are semi-literates who work for about 75 cents per hour.

This fleet operator attended a short course for vehicle fleet supervisors and fell in love with selection. It was to be the cure for all of his troubles. So he bought a set of so-called psychological testing equipment, subscribed to one of the better known hiring plans, sponsored by a truck manufacturer, set up standards based on this material, and sought to hire some men. Naturally, he was unable to find anyone who could even partly measure up to those standards, who would accept the work he had to offer. I grant that this is an extreme example, But I can cite instance after instance of fleet supervisors who have stacks of forms and gadgets gathering dust in corner closets. These men were the victims of too great a generalization in describing driver job applicants and a complete disregard of the need for a common sense, specific approach to the problem.

There is only one school that I know of in the whole U. S. which offers courses in truck operation. None that I know of offers a course for bus drivers. It is therefore up to the industry to do its own training. It is also equally important that we do not get obsessed with the idea that an ideal, 100 per cent, red-blooded American Boy, bubbling over with knowledge and ability is going to bounce into our employment office tomorrow, ready for immediate assignment.

We should look for potentials rather than finished or nearly finished products. In order to screen these potentials it is essential that we set up screening standards based on our specific needs rather than on the basis of a "canned" and generalized program. Remember we are trying to hire, not disqualify.

In the various inventory steps, I'd suggest that, after character and general background and physical condition have been found satisfactory, your tests be based on what the applicant needs in the way of training. In this connection I'd advise that tests devised by a college professor, a Philadelphia lawyer, or the employment manager of a major bus line should not be applied to an applicant for the job of hauling dead bulls to the fat factory.

There are a few things that you should include in the knowledge inventory. Such a test is easy to set up and can be given the applicant in half an hour. A few questions, designed to reveal whether or not he is generally familiar with the traffic laws in his operating territory, should tell you how much training he needs in this connection. If you operate by authority of the Interstate Commerce Commission, you will want to know if he is generally familiar with ICC regulations as they affect the driver, or whether you are going to have to devote some time to this important subject. You might include a few questions as to what he knows about what to do at the scene of an accident he has had. This is of vital, financial importance and a generally neglected field of driver training. What does he know about his vehicle mechanically? A few spot checks will tell you this. Finally, I'd include a few questions to reveal his knowledge of driving generally. This should reflect attitude as well as knowledge of the basic principles of defensive operation.

If your driving job calls for special additional potential qualifications, you might add such other gimmicks as may seem useful. I refer to driver salesmen, passenger haulers, heavy equipment men and qualifications needed to fill other special jobs.

With respect to skill tests, I advocate that you develop your own, basing them on the particular nature of the job you offer. Some companies use the ATA Roadeo course layout, in a liberalized form. They have the potential driver run each problem and actually coach him as he does it. This can be very revealing. In addition to showing how well he can handle equipment generally, the driver also displays how well he can take coaching or instruction. Because there is a bit of pressure involved in this process, the driver also demonstrates how well he can perform under difficult circumstances. Finally, you can observe his reaction to any mistake he might make. He can either react philosophically and explain that he's driving unfamiliar equipment and may take a bit of time to "get the hang of it," or he might become annoyed and turn into a gear jammer.

As for the so-called "road test in traffic," I'd suggest that the person charged with making the observation keep his pencil in his pocket and devote his time to observing rather than scoring. Again, I feel that coaching and advice might be employed in a common sense approach to determine attitude and temperament. If we are sincere in our approach to the idea that the new employee must be trained in order to really qualify, we will apply screening tests as a means for uncovering desirable potentials, rather than finished products.

I'd suggest as a first step in the establishment of a practical training program, a careful and comprehensive job analysis of the work done on your particular operation. This can form a basic check list. Until the new man has been instructed in the proper performance of each individual item on the breakdown, his training is not complete.

Next step is to determine how much time you can devote to training, what rate of compensation you will be allowed to pay during the training period; how much your management is willing to permit you to invest in the new man. Because operations vary, and because the man might have already covered much of your material in the school of hard knocks, you may be able to short cut your check list, only after you have assured yourself that his previous experience has not loaded him with undesirable work habits that must be removed through the training process.

If your management tells you that you can only have the man for one eight-hour day, you'll have to decide how best to employ that day. Here's where *you* have to do the planning in the light of *your* specific needs.

You may have an allotment of 20 hours, as I have had recently on a retraining project for an inter-city bus line, or 40 hours, or as much as six or eight weeks. You must fit your

*Next Page*

program into the framework of whatever limitations may be imposed by your management.

I know that, under the lash of manpower shortages and "crisis hiring" and the need for haste, adequate training is sometimes difficult. But in spite of the rising costs of all of the items that go into overhaul and repairs to man and machine, I maintain that management cannot afford to ignore or to minimize the need for training. In fact, it is very possible that driver performance will make the difference between profit and loss in the months and years immediately ahead.

There's nothing complicated about setting up a practical and workable training plan. You don't have to be a Ph.D. to make an analysis of the driving jobs, and other duties you want your men to perform expertly. First you determine what you want the man to do and how you want it done, organize the material to be covered, and then go to work.

I would suggest that your training program, no matter what its duration, include some of the following "must" items:

1. Traffic laws of the states in which you operate.

2. ICC regulations, if applicable to your operation.

3. Pre-departure and enroute inspection of the equipment, as a combination defense against costly road failures and accidents caused by mechanical defects. If you can, add some mechanical theory to let them know the "how and why" of their vehicle's mechanical operation. Charts and diagrams are available and can be secured through a number of manufacturers.

4. The "arithmetic of traffic," or the relationship between miles per hour and feet per second and its importance in highway driving and application in accident investigation.

5. How to "aim" a vehicle, to maintain position on the highway. Again, parenthetically, I'd like to point out that there are fewer drivers who know where their right wheels are than there are who do. Last year at the National Roadeo, state champion after state champion ran the straight line problem by sliding over to the right side of his cab and sighting down over his right fender, a practice that was met by a change in the rules this year.

6. The relationships between the reaction time and braking distance factors to proper following distances and emergency stops.

7. How to estimate distances up to 300 feet from a normal, seated driving position. As long as we talk about miles per hour and feet per second, let's teach them what feet look like on the ground and cut out this nonsense about maintaining following distances on the highway in "vehicle lengths." What is a vehicle length, anyway? And if a driver can't estimate distance in feet, how do you expect him to try to figure following distances based on 20 or 30 or 40 foot vehicle lengths.

8. An understanding of the factors of friction and kinetic energy and centrifugal force and gravity in the control of a vehicle under varied highway and load conditions. We need not be afraid to expose our drivers to simple, easily explained laws of physcis. They find this material extremely interesting and it serves to give them an additional sense of professionalism, and a feeling that theirs is a job requiring some theoretical knowledge as well as strong backs and arms. I can guarantee their reception to this type of information. I've used it and watched its effect on driver attitudes. I assure you the results have been excellent.

9. A step-by-step plan to be followed at the scene of an accident. This is an oft' neglected phase of driver training, and one that can well save your management a vast amount of money when effectively applied. I'd suggest that you drill this into your men. Remembering that the man may be emotionally upset or frightened after having been involved in a serious accident, let's furnish the kind of step-by-step material that will permit him to carry through on the basis of training rather than conscious thinking.

10. Accident reporting; how to make a clear and revealing accident report. This, too, calls for a step-by-step method, a check list method. The important thing in this regard is to teach him in advance not to leave the scene of his accident until he has secured the answers to a specific list of questions. Let's not trust to his memory—let's organize his reporting job for him, so that he will automatically gather up every item of that stuff the claims men dote upon—information.

11. The theory as well as the practice of defensive driving; to include defense against the acts of others, the weather, the time of day and general traffic flow, highway conditions as regards widths and types of pavement, the condition of his own and other vehicles and, most important of all, how to defend against his own known personal deficiencies of physical condition, temperament, vision, skill or knowledge.

12. Finally, in the "must" list we should teach them all we can about driver attitudes; why people behave as they do when transformed from pedestrians to motorists, and how to recognize and control personal inclinations and temperaments to the point of developing a truly professional attitude.

In the list of "musts" I have not included the need for special instruction to fill any knowledge or performance gap that might be revealed by his test results. Those needs are too obvious for enumeration. Nor need I mention that in addition to the theoretical material listed above, time must be devoted to training him in the actual driving of his vehicle.

In this connection, I'd like to point out a common weakness in the "breaking-in" process. Frequently, where senior drivers are used to "break-in" the new man on the route itself, there is no standard approach visible. Senior drivers often contradict one another, causing some confusion in the mind of the recruit, to put it mildly. If nothing else is done, the drivers who are used as instructors should, themselves, be instructed as to what they are to cover and how it should be covered. This will bring about some degree of uniformity.

Make a check list to cover your operation. Then you can simply turn back to your job analysis and match up the list. Later you can add to it those enroute, operating items that you may want covered.

The size of your operation should have no bearing on your attitude towards nor your approach to training. In fact, smaller operations, because they stand to suffer proportionately greater losses through any single driver failure, should be even more thorough than are the largest fleets with their elaborate training projects.

Although training program themselves will differ according to the fleet needs, training methods are virtually the same. The instructor's ability to interest and teach are of vast importance. I'd suggest, too, that your designated instructors do as much teach-

ing as possible without actually driving themselves. This has been the case with city pick-up men, line drivers, city transit and over-the-road bus operators, oil field drivers, and passenger car drivers. It has also been the case with five state champion Roadeo drivers that I have coached in the past couple of years.

In the event that your initial training must be limited, I'd suggest that you try to institute a series of driver meetings at monthly intervals. If you can develop an incentive for rewarding attendants, I suggest that you do so for the first few such meetings. Then, if you have material that is sufficiently interesting, you'll find that the material itself will do much to attract the audience. If you make each meeting grow out of the last one and lead into the next one, you'll find that your meetings will be more interesting and that they will, in fact, constitute a continuing training projcet.

We tell foremen in industrial plants that theirs is a job calling for continuous instruction. Just because our drivers do not work in groups, like workmen in a plant under the watchful eye of a foreman, but are scattered and alone, does not mean that they are not entitled to supervision on the job.

Road supervisors can ride with drivers and can offer much helpful instruction without interrupting the driver's day's work in the least. These road supervisors can certainly do a much better job of curing a driver's bad habits if they will ride with him than they can from the seat of a so-called "road observation" car.

I think management should do a certain amount of patrol work. I do, however, think this is management's job and not properly that of any outside agency. I think that much more can be accomplished, though, by a road supervisor who will ride with the man and talk to him about the tricks of the trade, who will make him a safer and more efficient driver than can be accomplished by any amount of police work.

The cost of this type of supervision can easily be justified. Management can buy a lot of supervision for the cost of just one bad preventable accident. Comparative figures will serve as a yardstick — and will nail down savings in black and white.

There is no substitute for common sense and hard work. There is no canned formula available anywhere that will fit the individual needs of all the varieties of fleets that travel our streets and highways. There is much training material available. But it must be sorted and it must be cut and altered and it must be tailored to fit your fleet. The effectiveness of your program will be a positive and direct reflection of the skill with which you have sold your management and your men and yourself on the importance of the task. I certainly advocate a simple and practical approach to training and I further advocate a continual process of revision. Don't let your training plan become atrophied. Don't hesitate to change it; to throw out material that does not stand up in the light of practical day-to-day experience, or any material that you may set up in your original project that turns out to be of questionable worth. Add anything new that seems to fit your needs.

Your successful efforts will show up in the company's profit and loss statement in the black column. That is plain, demonstrable truth.

You just have to use horse sense.

**Problem drivers can be turned into safe-driving professionals with intelligent supervision. Training program should be tailored to fit your needs.**

## How Well Do YOU Drive?

*From Page 9*

drivers to let the mind wander. For example, he carried a clip-board on his lap during a test-run with the driver, and while they were under way, would proceed to write. Invariably he would find the driver so vulnerable to distraction that his eyes would follow the writing, not the road. What the driver saw was the embarrassing question: "What are you looking at?"

One of the factors that has a temporary, but often disastrous effect upon attitude, is, of course, alcohol. For both drivers and pedestrians the rate of hazard goes up with every drink. A person who, under the officially accepted designation, is adjudged to be "under the influence of alcohol" runs approximately 55 times the chance of having an accident than a non-drinking driver.

A great American habit of hurry is carried over into our driving practices. Too many people start out from home late for a party, for a trip, for the office or job, and then try to make up time with their vehicle. As a result, they speed and take chances.

Excessive speed is the great killer. Too much speed, whether in the city or on the open highway, year in and year out, figures as the principal factor in traffic casualties, and in 1949 it ranked higher than ever. The fate of the speeder was never summed up better than in the familiar little verses that go:

"There was a man who fancied
By driving good and fast
He'd get across the railroad track
Before the train came past.

He'd miss the engine by an inch.
He'd make the train crew sore.
There was a man who fancied this
But there isn't any more."

Even with a maximum effort, some of us will continue to have accidents. We have to allow for those classified as Acts of God—such as motorists drowning when caught in sudden flash floods, cars hit by lightning or falling debris, and so on.

Again we must accept a normal percentage of error even among the best drivers. The top-notch professional golfer dubs a shot now and then or gets into a sand trap. Perhaps the reason we resent criticism of our driving and willingly accept hints to improve our golf game, for instance, is that there is no par for driving performance.

For the average driver, there are two appeals that carry a great deal of weight as incentives for improved performance, and these are what I call pride and pocketbook.

Pride is a powerful stimulant to safer driving. What is more gratifying, for instance, than to have the passengers in your car tell you that they feel safe and comfortable when you are at the wheel?

If our pride can't be appealed to, at least our pocketbook nerve should be sensitive to the costliness of poor driving. Traffic accidents today cost us on the average of $19 per capita, or about $75 a year for the average family of four. We pay for accidents whether we are personally involved or not. We pay through increased taxes for traffic control, for community medical and hospital facilities and continuing care for indigents and their dependents. We pay through higher automobile insurance and transportation charges.

Poor driving costs us more in car maintenance. Such bad habits as riding the clutch pedal, racing the motor when cold or while waiting at intersections, failure to watch the instrument panel for signs of trouble such as low oil pressure, failure to check tires, battery and lubrication regularly —send the upkeep costs soaring. You can generally judge a driver by the car he keeps. If the fenders are torn or the windshield foggy or cracked, give him a wide berth!

There is a simple way to form a fairly accurate opinion of how you drive for yourself, and to this end I suggest a little experiment. In studies on driver performance, J. Stannard Baker, director of research at Northwestern University Traffic Institute, has worked out a system of classifying and weighing driver characteristics. These factors based on practical experience in improving individual drivers fall into three groupings:

1. *Native abilities,* or the raw material from which drivers are made, with a weighting of 10 per cent. These native abilities include physical and mental endowments like vision, height, weight, level of intelligence, judgment of distance, ability to coordinate, etc.

2. *Knowledge and skills,* with a weighting of 60 per cent. This weighting is high because good drivers are not born—they are made. This grouping covers knowledge of physical laws governing the car on the road, as well as the legal and statutory rules. Likewise it comprises the development of good driving habits and skills.

3. *Attitude,* which covers all other personality factors in driving, with a weighting of 30 per cent. These are both the permanent and temporary aspects of attitude. By permanent, we mean the general pattern of a person's life—his degree of social adjustment and his acceptance of responsibilities as a driver. The temporary aspects relate to his stability—his behavior under emotional stress or unusual conditions.

Using these yardsticks, let's make a direct test on ourselves. Here are a dozen illustrative questions under the headings just noted. Let's try mentally to answer each one honestly. Good drivers should be able to answer yes to every question. Here they are:

## NEW PUBLICATIONS in the field of Public Safety

### Books and Pamphlets

*How Can Driver Attitudes Be Affected by Education?* By Herbert J. Stack. Published by Center for Safety Education, New York University, New York, New York. 1950. 8 p.

*1950 Proceedings.* Published by Institute of Traffic Engineers. Strathcoma Hall, New Haven 11, Connecticut, 1950. 95 p.

### Magazine Articles

Honolulu Uses Road Block to Check Drunken Drivers. (In *Traffic Digest,* Nov. 1950. p. 10)

The Importance of Adequate Fixed Lighting for Maximum Safety on Expressways. By L. J. Schrenk. (In *Traffic Engineering,* Dec. 1950. p. 97)

Salesmanship in Traffic Engineering. By George W. Howie. (In *Traffic Engineering,* Dec. 1950. p. 87)

Traffic Violation Bureau Records. By Hudson R. Hamm. (In *Traffic Digest,* Nov. 1950. p. 7)

Winnipeg's Parking Meters—'Before' and 'After.' By Ralph W. Borrowman. (In *Traffic Engineering,* Dec. 1950. p. 91)

First, under "native abilities":

(a) Driving, whether good or bad, be-whether permanently, such as being a very short person, or temporarily as when fatigued—do you allow for those handicaps in your driving?

Second, under knowledge and skills:

(a) Driving, whether good or bad, becomes a matter of habit. For example, do you have the habit of using your brakes in advance of making a turn instead of waiting until you are into it?

(b) Do you devote full time and attention to your driving?

(c) Do you know the meaning of the different shapes of the uniform U.S. warning and directional signs?

(d) Do you have patience and foresight enough as a good driver to allow for traffic "boners" by less skillful drivers.

(e) Do you start early when you may run into adverse driving conditions such as rain, snow, fog or unusually heavy traffic?

(f) Do you clean off your windshield or rear window if covered with snow or dust—both before starting or stopping on the road to do so when necessary?

And third, under the heading of attitude:

(a) Do you refrain from "blowing your top" at other drivers, especially women, and from making derogatory remarks about them?

(b) Do you observe speed limits voluntarily, or only when the police may be around?

(c) Do you put the safety, comfort and convenience of your family and passengers above your own wishes, or are you arbitrary in driving a certain number of miles when others in the car are tired, hungry or thirsty?

(d) If you're going to a cocktail party, do you decide in advance, to strictly limit your drinking, or if you indulge freely, do you make sure that you don't drive?

If you were to score yourself on the questions as candidly as possible, would you say that you drive as well as you think you do?

These questions are by no means the ultimate test. You may have better ones. But this is certain—if you were able to answer all or a majority of them in the affirmative, you're a better than average driver. If not, then I doubt your performance is anywhere near as good as you think it is.

In the final analysis it all comes down to this: The level of driver behavior depends on every one of us as individuals. When all of us acknowledge our own driving weaknesses and do something about them, we will begin to make substantial nationwide progress. Only then will public opinion frown on bad driving as it does on bad personal conduct elsewhere.

A good place to start then is with a critical re-examination of our own driving performance. For upon the sum total of the quality of our individual driving depends the extent of our freedom from more and more restrictions and our freedom from accidents. Let's make sure that we always drive as well as we think we do.

## Microfilm Files of PUBLIC SAFETY Available

Complete back files of PUBLIC SAFETY photographed on microfilm are now available to libraries and others interested in keeping their volumes of this magazine for reference and kindred uses.

Arrangement for this service has been completed between the National Safety Council and University Microfilms, 313 N. First Street, Ann Arbor, Mich., to which address inquiries should be directed for further information.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# OPERATION *Safety*

WHAT probably amounts to the least tangible, and yet one of the most important, contributors to traffic accidents, is the subject of the March Operation Safety program—Discourtesy. The subject of discourtesy—pedestrian as well as motorist—and its role as a factor in the country's traffic accident death is examined and solutions for its prevalence are suggested in the materials making up the March Operation Safety kit.

"Mind Your Motor Manners," is the slogan highlighting the March public safety education emphasis program, and is a capsule solution to the problem being confronted.

Besides the usual Operation Safety materials, the March kit offers such supplemental items as a page of suggested Safety Sermonettes, and two recently produced cartoon booklets: "Famous Last Words," prepared by the Aetna Casualty and Surety Company, Hartford, Connecticut; and "The Passenger's Eye View," a cartoon quiz produced by the Royal Insurance Co., Ltd.

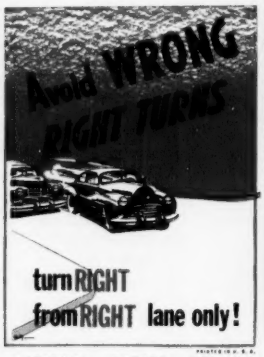
The March Operation Safety kit also includes Series III of the popular "Our Police Chief Says" feature which was widely used in both the 1950 and 1949 courtesy and defensive driving programs. This series consists of 31 filler paragraphs—one for each day of the month—to be attributed, with his cooperation, to the local police chief. Available from the National Safety Council is a one-column mat to be used in conjunction with these fillers.

Walter D. Ladd, secretary-manager, St. Joseph (Missouri) Safety Council, has accepted the chairmanship of the March subcommittee. Those who will serve with him on this project are: Jack Trimble, assistant director, Publications Division, Traffic Division, IACP; Helen Crabtree, The Advertising Council; William Ray, director, News and Special Events, National Broadcasting Company; Mrs. George Jacqua, National Safety Chairman, General Federation of Women's Clubs; Carrol Arimond, city editor, *Associated Press* (Chicago); Barney O'Donnell, director of safety, Ohio State Highway Department; and William L. Simon, National Highway Users Conference.

## TRAFFIC and MOTOR

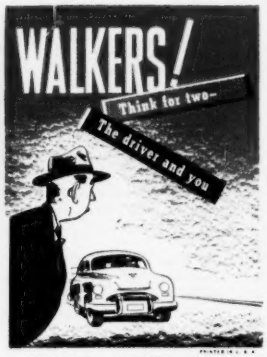
**TO MOTORISTS** **TO PEDESTRIANS**

**MARCH DESIGNS**




NATIONAL SAFETY COUNCIL

**T-9193-C** 25x38
**T-9194-B** 17x23

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**ADVANCE SHOWING APRIL DESIGNS**

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NATIONAL SAFETY COUNCIL

**T-9203-B** 17x23

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| Quantity | 25"x38" | 17"x23" | 8½"x11½" |
|---|---|---|---|
| 1-9 | $0.29 ea. | $0.18 ea. | $0.09 ea. |
| 10-99 | .23 ea. | .15 ea. | .05 ea. |
| 100-999 | .19 ea. | .138 ea. | .046 ea. |
| 1000-4999* | .17 ea. | .102 ea. | .034 ea. |

(Posters on opposite page are double these prices to non-members of the National Safety Council.) YOUR CREDIT LINE can be imprinted (at the time of the press run) on any of the featured traffic posters of these sizes only: 25"x38" and 17"x23". Details on imprinting and deadline dates for imprinted orders will be sent on request. *Write for prices on quantities of 5,000 or more.

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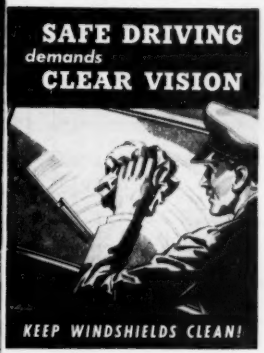
# TRANSPORTATION POSTERS

For additional posters see the 1951 Poster Directory




NATIONAL SAFETY COUNCIL

V-9206-A 8½x11½

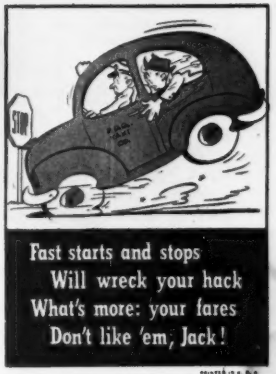
MAKE RIGHT TURNS
RIGHT!
AT THIS POINT you should have
1 Positioned your vehicle
2 Signaled your intentions
3 Checked rear-view mirrors
4 Slowed down gradually
FROM THIS POINT you must
1 Proceed with caution
2 Not bluff your way into traffic
3 Recheck your clearances of pedestrians and other vehicles

NATIONAL SAFETY COUNCIL

V-9200-A 8½x11½

NATIONAL SAFETY COUNCIL

V-9205-A 8½x11½




NATIONAL SAFETY COUNCIL

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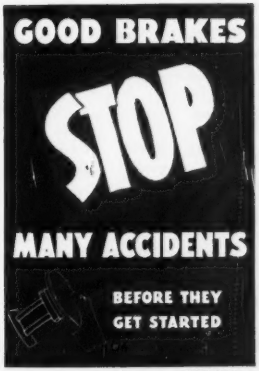
NATIONAL SAFETY COUNCIL

V-8199-B 17x23

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NATIONAL SAFETY COUNCIL

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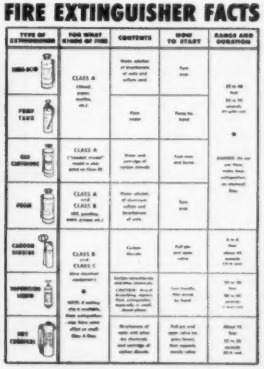
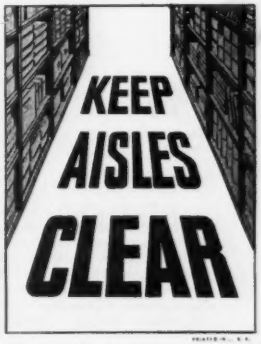
7099-A 8½x11½




NATIONAL SAFETY COUNCIL

8414-B 17x23

9210-A 8½x11½




NATIONAL SAFETY COUNCIL

8873-B 17x23

# 1950 TRAFFIC TOLL-35,000

*From Page 6*

reported increases over both the 1949 totals and the 1948 totals, as follows:

| Region | 1949-50 Change (12 months) | 1948-50 Change (12 months) |
|---|---|---|
| North Atlantic | + 5% | + 3% |
| South Atlantic | +18% | +22% |
| North Central | + 7% | + 3% |
| South Central | +18% | +15% |
| Mountain | +20% | +11% |
| Pacific | + 4% | + 4% |

Among the 45 states reporting their experience for the full twelve months, only 5 had fewer deaths than in the previous year, while 39 had more deaths, and 1 reported no change. A year ago at this time, of 44 states which reported their full experience for 1949, 29 had fewer deaths than a year earlier, only 13 had more deaths, and 2 reported no change.

The five states reporting fewer deaths in 1950 than in 1949 were:

| | |
|---|---|
| North Dakota | —25% |
| Pennsylvania | — 4% |
| Oklahoma | — 4% |
| Minnesota | — 3% |
| Arkansas | — 1% |

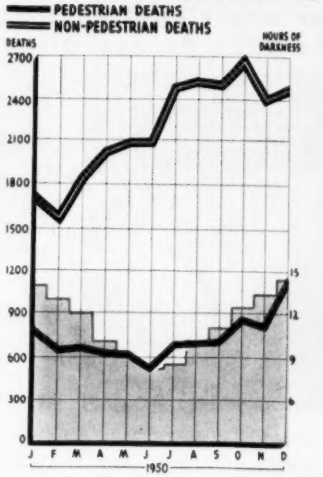
City size group I, with five cities over 1,000,000 population, had the largest decrease in deaths in 1950—5 per cent. Cities in population group VI, 100,000 to 200,000, and those in population group IX, 10,000 to 25,000, had decreases of 4 per cent. The other six size groups, had increases ranging from 5 per cent to 19 per cent.

Cities with more than 200,000 population which cut traffic deaths in 1950 were:

| | |
|---|---|
| Atlanta, Ga. | —37% |
| Dayton, Ohio | —26% |
| Syracuse, N. Y. | —21% |
| Pittsburgh, Pa. | —21% |
| Fort Worth, Tex. | —18% |
| Akron, Ohio | —17% |
| Denver, Colo. | —14% |
| St. Paul, Minn. | —13% |
| Seattle, Wash. | — 9% |
| Rochester, N. Y. | — 8% |
| Long Beach, Calif. | — 8% |
| Minneapolis, Minn. | — 8% |
| New York, N. Y. | — 5% |
| Chicago, Ill. | — 5% |
| Milwaukee, Wis. | — 1% |

*The reductions given in the table below, together with the percentage changes shown for other states in the accompanying state record table, are based on preliminary reports received by the National Safety Council prior to January 25, 1951. These reports are compared with reports received by the National Safety Council prior to January 25, 1950, for the year 1949. The death totals, as well as the percentage changes, are subject to revision as later information is received. Death totals for motor-vehicle accidents cannot be considered complete until all injured persons are recovered or until a period of twelve months beyond the close of the year has elapsed. Comparisons, at this time, of preliminary 1950 reports with final 1949 reports would have tended to exaggerate the reduction or to minimize the increase in deaths during 1950 compared to 1949. In order to avoid, as far as possible, this distortion, comparisons have been made between reports of death totals received in the National Safety Council Office at approximately the same time each year.*

**1950 PEDESTRIAN AND NONPEDESTRIAN MONTHLY DEATHS AND HOURS OF DARKNESS**




Forty-five of the 409 cities reporting for all twelve months of 1950 went through the entire year without a single traffic accident fatality. The largest of these were Brookline, Mass. (57,000), Berwyn, Ill. (51,200), and White Plains, N. Y. (43,500).

The leading cities in each size

*To Page 35*

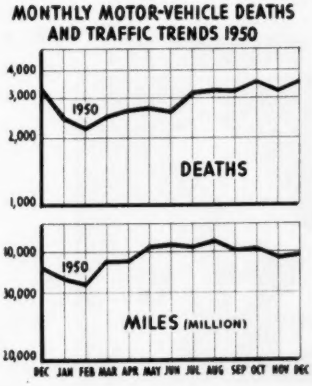
## Motor-Vehicle Deaths and Death Rates

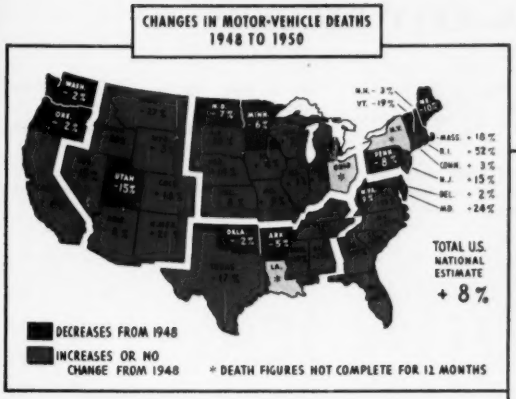
| | Motor-Vehicle Deaths 1950 | 1949 | 1948† | % Changes 1949-50 | 1948-50 | Mileage Death Rates* 1950 | 1949 | 1948 |
|---|---|---|---|---|---|---|---|---|
| January | 2,470 | 2,350 | 2,197 | + 5% | +12% | 7.5 | 7.9 | 7.8 |
| February | 2,210 | 1,970 | 2,077 | +12% | + 6% | 7.0 | 6.9 | 7.8 |
| March | 2,490 | 2,150 | 2,235 | +16% | +11% | 6.7 | 6.4 | 7.1 |
| April | 2,640 | 2,340 | 2,230 | +13% | +18% | 7.1 | 6.6 | 6.7 |
| May | 2,700 | 2,430 | 2,734 | +11% | — 1% | 6.5 | 6.6 | 8.1 |
| June | 2,610 | 2,370 | 2,494 | +10% | + 5% | 6.2 | 6.3 | 7.1 |
| July | 3,150 | 2,790 | 2,813 | +13% | +12% | 7.6 | 7.4 | 7.6 |
| August | 3,210 | 2,890 | 3,110 | +11% | + 3% | 7.4 | 7.4 | 8.6 |
| September | 3,200 | 2,950 | 3,006 | + 8% | + 6% | 7.9 | 8.0 | 8.6 |
| October | 3,530 | 3,070 | 3,230 | +15% | + 9% | 8.6 | 8.4 | 9.4 |
| November | 3,210 | 2,970 | 2,974 | + 8% | + 8% | 8.4 | 8.2 | 8.9 |
| December | 3,580 | 3,220 | 3,159 | +11% | +13% | 9.2 | 9.0 | 9.4 |
| TOTAL | 35,000 | 31,500 | 32,259 | +11% | + 8% | 7.5 | 7.4 | 8.1 |

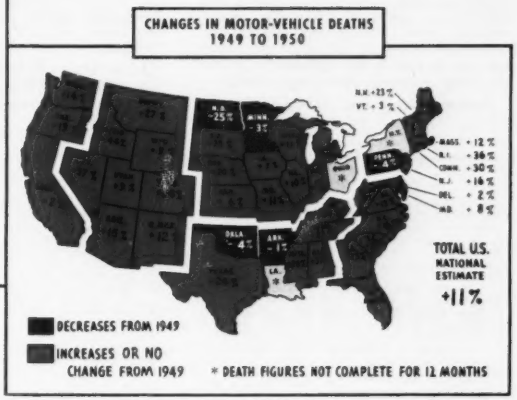
†From National Office of Vital Statistics.
*Mileage death rate equals deaths per 100,000,000 vehicle miles.

Mileage death rates for 1950 in the accompanying table are estimated from gasoline consumption reports for 48 states for April, 47 states for June, 45 states for July, 44 states for August, 41 states for September, 21 states for October and 8 states for November. December mileage estimated from seasonal trend. Final figures will be adjusted to include latest data.

**MONTHLY MOTOR-VEHICLE DEATHS AND TRAFFIC TRENDS 1950**




CHANGES IN MOTOR-VEHICLE DEATHS
1948 TO 1950
TOTAL U.S. NATIONAL ESTIMATE
+ 8%
DECREASES FROM 1948
INCREASES OR NO CHANGE FROM 1948
* DEATH FIGURES NOT COMPLETE FOR 12 MONTHS


CHANGES IN MOTOR-VEHICLE DEATHS
1949 TO 1950
TOTAL U.S. NATIONAL ESTIMATE
+11%
DECREASES FROM 1949
INCREASES OR NO CHANGE FROM 1949
* DEATH FIGURES NOT COMPLETE FOR 12 MONTHS

# TRAFFIC DEATHS—STATE RECORDS

**Deaths** are reported by state traffic authorities, except for Louisiana, Michigan, New Mexico and Ohio which are reported by registrars of vital statistics.

**Population Rate:** U. S. population rate is the estimated annual number of deaths per 100,000 population. State population rate is the estimated annual number of deaths per 100,000 population. Population rates are based on the 1950 Census.

**Mileage Rate:** The number of deaths per 100,000,000 vehicle miles of travel.

States shown in heavy type have improved in 1950 compared with 1949 or showed no change. All figures are provisional.

(Figures in parentheses following the 1950 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

| | Months Reported | Deaths Identical Period 1950 | Deaths Identical Period 1949 | Deaths Identical Period 1948 | % Changes 1949 to 1950 | % Changes 1948 to 1950 | 1950 Pop. Rate | 1950 Mile. Rate | |
|---|---|---|---|---|---|---|---|---|---|
| TOTAL U.S. | 12 | 35,000 | 31,500 | 32,259 | + 11% | + 8% | 23.2 | 7.5 | (12) |
| Ala. | 12 | 789 | 574 | 630 | + 37% | + 25% | 25.8 | 10.5 | (9) |
| Ariz. | 12 | 312 | 272 | 298 | + 15% | + 5% | 41.6 | 10.7 | (11) |
| **Ark.** | **12** | **385** | **390** | **406** | **— 1%** | **— 5%** | **20.2** | **7.6** | **(10)** |
| Calif. | 12 | 2,992 | 2,947 | 2,825 | + 2% | + 6% | 28.3 | 6.8 | (9) |
| Colo. | 12 | 388 | 314 | 341 | + 24% | + 14% | 29.3 | 7.9 | (10) |
| Conn. | 12 | 258 | 198 | 251 | + 30% | + 3% | 12.9 | 3.9 | (11) |
| Del. | 12 | 83 | 81 | 81 | + 2% | + 2% | 26.1 | 7.8 | (9) |
| Fla. | 12 | 866 | 656 | 687 | + 32% | + 26% | 31.2 | 8.7 | (9) |
| Ga. | 12 | 882 | 706 | 738 | + 25% | + 20% | 25.6 | 9.4 | (9) |
| Idaho | 12 | 239 | 166 | 200 | + 44% | + 20% | 40.6 | 10.5 | (11) |
| Ill. | 12 | 1,968 | 1,781 | 1,939 | + 10% | + 1% | 22.6 | 7.3 | (11) |
| **Ind.** | **12** | **1,122** | **1,117** | **1,066** | **0** | **+ 5%** | **28.5** | **7.5** | **(9)** |
| Ia. | 12 | 587 | 551 | 563 | + 7% | + 4% | 22.4 | 5.8 | (10) |
| Kans. | 12 | 524 | 494 | 485 | + 6% | + 8% | 27.5 | 6.0 | (9) |
| Ky. | 12 | 656 | 573 | 512 | + 14% | + 28% | 22.3 | 9.5 | (10) |
| La. | 11 | 499 | 468 | 488 | + 7% | + 2% | 20.3 | 8.6 | (10) |
| Me. | 12 | 162 | 160 | 181 | + 1% | — 10% | 17.7 | 5.3 | (9) |
| Md. | 12 | 494 | 459 | 399 | + 8% | + 24% | 21.1 | 7.1 | (10) |
| Mass. | 12 | 525 | 470 | 444 | + 12% | + 18% | 11.2 | 3.8 | (9) |
| Mich. | 12 | 1,601 | 1,446 | 1,513 | + 11% | + 6% | 25.1 | 7.0 | (9) |
| **Minn.** | **12** | **519** | **534** | **550** | **— 3%** | **— 6%** | **17.4** | **5.2** | **(9)** |
| Miss. | 12 | 463 | 362 | 394 | + 28% | + 18% | 21.2 | 8.5 | (10) |
| Mo. | 12 | 877 | 788 | 805 | + 11% | + 9% | 22.2 | 5.1 | (6) |
| Mont. | 12 | 205 | 161 | 161 | + 27% | + 27% | 34.7 | 7.8 | (9) |
| Neb. | 12 | 306 | 256 | 269 | + 20% | + 14% | 23.1 | 5.9 | (11) |
| Nev. | 12 | 112 | 82 | 97 | + 37% | + 15% | 70.0 | 10.6 | (7) |
| N. H. | 12 | 87 | 71 | 90 | + 23% | — 3% | 16.3 | 4.2 | (9) |
| N. J. | 12 | 686 | 593 | 596 | + 16% | + 15% | 14.2 | 3.9 | (9) |
| N. M. | 12 | 327 | 293 | 270 | + 12% | + 21% | 48.0 | 11.5 | (10) |
| N. Y. | 11 | 1,742 | 1,678 | 1,608 | + 4% | + 8% | 12.8 | 5.7 | (10) |
| N. C. | 12 | 977 | 843 | 735 | + 16% | + 33% | 24.1 | 7.8 | (9) |
| **N. D.** | **12** | **101** | **134** | **109** | **— 25%** | **— 7%** | **16.3** | **4.7** | **(11)** |
| Ohio | 11 | 1,648 | 1,611 | 1,698 | + 2% | — 3% | 20.7 | 6.5 | (9) |
| **Okla.** | **12** | **496** | **518** | **505** | **— 4%** | **— 2%** | **22.2** | **6.4** | **(6)** |
| Ore. | 12 | 398 | 351 | 408 | + 13% | — 2% | 26.2 | 6.2 | (9) |
| **Pa.** | **12** | **1,505** | **1,573** | **1,641** | **— 4%** | **— 8%** | **14.3** | **5.2** | **(10)** |
| R. I. | 12 | 79 | 58 | 52 | + 36% | + 52% | 10.0 | 3.6 | (9) |
| S. C. | 12 | 660 | 539 | 513 | + 22% | + 29% | 31.2 | 10.8 | (8) |
| S. D. | 12 | 177 | 131 | 140 | + 35% | + 26% | 27.1 | 6.0 | (4) |
| Tenn. | 12 | 716 | 593 | 606 | + 21% | + 18% | 21.8 | 8.0 | (10) |
| Texas | 12 | 2,382 | 1,928 | 2,031 | + 24% | + 17% | 30.9 | 7.3 | (9) |
| Utah | 12 | 188 | 173 | 220 | + 9% | — 15% | 27.3 | 6.6 | (8) |
| Vt. | 12 | 67 | 65 | 83 | + 3% | — 19% | 17.7 | 5.0 | (11) |
| Va. | 12 | 905 | 800 | 725 | + 13% | + 25% | 27.3 | 8.8 | (10) |
| Wash. | 12 | 498 | 458 | 507 | + 14% | — 2% | 20.9 | 6.0 | (11) |
| W. Va. | 12 | 370 | 356 | 406 | + 4% | — 9% | 18.4 | 7.2 | (9) |
| Wis. | 12 | 827 | 742 | 812 | + 11% | + 2% | 24.1 | 7.2 | (8) |
| Wyo. | 12 | 150 | 137 | 145 | + 9% | + 3% | 51.6 | 9.5 | (10) |
| **CANADIAN PROVINCES** | | | | | | | | | |
| B. C. | 9 | 94 | 109 | 108 | — 14% | — 13% | 15.5 | ..... | ..... |
| Man. | 11 | 64 | 86 | 84 | — 26% | — 24% | 9.7 | ..... | ..... |
| Ont. | 10 | 660 | 669 | 575 | — 1% | + 15% | 21.7 | ..... | ..... |
| Sask. | 11 | 74 | 88 | 86 | — 16% | — 14% | 9.1 | ..... | ..... |

# TRAFFIC DEATHS—CITY RECORDS

**The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or industrial premises) are not included; nor are deaths in the city from accidents occurring outside.**

**Rankings are based on the 1950 registration death rate which is the number per 10,000 registered vehicles. Vehicle registration figures are for the year 1950 and were supplied by R. L. Polk & Company.**

**Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by size of total vehicle registration—from large to small.**

**Cities shown in heavy type have improved in 1950 compared to 1949.**

**The population death rate is the number of deaths per 100,000 population. Populations are as of April, 1950.**

| | Twelve Months 1950 | 1949 | 1948 | 1950 Reg. Rate | 1950 Pop. Rate |
|---|---|---|---|---|---|
| ALL REPORTING CITIES | | | | 3.1 | 9.7 |
| **Group I (1,000,000 and Over)** | | | | | |
| 1. Los Angeles, Calif. | 269 | 259 | 280 | 3.2 | 13.7 |
| 2. Detroit, Mich. | 197 | 183 | 208 | 3.3 | 10.7 |
| All cities in this group | | | | 4.1 | 9.0 |
| 3. Philadelphia, Pa. | 161 | 153 | 148 | 4.3 | 7.8 |
| 4. New York, N. Y. | 535 | 563 | 557 | 4.5 | 6.8 |
| 5. Chicago, Ill. | 392 | 412 | 478 | 4.7 | 10.9 |
| **Group II (750,000 to 1,000,000)** | | | | | |
| 1. San Francisco, Calif. | 57 | 53 | 88 | 2.3 | 7.5 |
| 2. Cleveland, Ohio | 95 | 89 | 96 | 3.2 | 10.5 |
| All cities in this group | | | | 3.4 | 9.8 |
| 3. Washington, D. C. | 72 | 64 | 52 | 3.8 | 9.0 |
| 4. St. Louis, Mo. | 103 | 80 | 94 | 3.9 | 12.1 |
| 5. Baltimore, Md. | 92 | 84 | 77 | 4.1 | 9.8 |
| **Group III (500,000 to 750,000)** | | | | | |
| 1. Minneapolis, Minn. | 36 | 39 | 54 | 2.0 | 7.0 |
| 2. Milwaukee, Wis. | 43 | 49 | 43 | 2.5 | 6.8 |
| 3. Buffalo, N. Y. | 51 | 46 | 51 | 2.9 | 8.8 |
| All cities in this group | | | | 3.3 | 9.1 |
| 4. Pittsburgh, Pa. | 54 | 68 | 84 | 3.5 | 8.0 |
| 5. Houston, Tex. | 74 | 51 | 62 | 3.7 | 12.3 |
| 6. Cincinnati, Ohio | 59 | 44 | 71 | 4.3 | 11.8 |
| 7. New Orleans, La. | 53 | 40 | 55 | 4.4 | 9.5 |
| **Group IV (350,000 to 500,000)** | | | | | |
| 1. Seattle, Wash. | 49 | 54 | 65 | 2.5 | 10.6 |
| 2. Kansas City, Mo. | 57 | 25 | 42 | 2.8 | 8.2 |
| 3. Denver, Colo. | 43 | 50 | 47 | 2.9 | 10.4 |
| 4. Portland, Ore. | 51 | 33 | 56 | 2.9 | 13.7 |
| 5. Oakland, Calif. | 45 | 40 | 48 | 3.1 | 11.8 |
| All cities in this group | | | | 3.2 | 11.6 |
| 6. Dallas, Tex. | 56 | 38 | 48 | 3.2 | 12.9 |
| 7. Indianapolis, Ind. | 59 | 50 | 64 | 3.3 | 13.9 |
| 8. Columbus, Ohio | 44 | 38 | 50 | 3.3 | 11.7 |
| 9. San Antonio, Tex. | 53 | 45 | 60 | 4.1 | 13.0 |
| 10. Memphis, Tenn. | 41 | 50 | 57 | 4.3 | 10.4 |
| **Group V (200,000 to 350,000)** | | | | | |
| 1. Syracuse, N. Y. | 11 | 14 | 13 | 1.7 | 5.0 |
| 2. Rochester, N. Y. | 23 | 24 | 28 | 1.8 | 6.9 |
| 3. Providence, R. I. | 15 | 15 | 17 | 1.8 | 6.1 |
| 4. Atlanta, Ga. | 27 | 35 | 32 | 2.2 | 8.3 |
| 5. Oklahoma City, Okla. | 26 | 15 | 20 | 2.5 | 10.7 |
| 6. Dayton, Ohio | 29 | 39 | 43 | 2.5 | 11.9 |
| 7. St. Paul, Minn. | 28 | 32 | 40 | 2.5 | 9.0 |
| 8. Honolulu, T. H. | 23 | 21 | 30 | 2.6 | 9.7 |
| 9. Akron, Ohio | 29 | 35 | 41 | 3.1 | 10.6 |
| All cities in this group | | | | 3.2 | 11.6 |
| 10. Omaha, Neb. | 23 | 23 | 31 | 3.2 | 9.3 |
| 11. Toledo, Ohio | 39 | 35 | 49 | 3.2 | 12.9 |
| 12. Long Beach, Calif. | 35 | 38 | 42 | 3.2 | 14.3 |
| 13. Miami, Fla. | 42 | 26 | 37 | 3.3 | 17.0 |
| 14. Richmond, Va. | 26 | 18 | 16 | 3.5 | 11.3 |
| 15. Fort Worth, Tex. | 42 | 51 | 31 | 4.1 | 15.2 |
| 16. Worcester, Mass. | 19 | 15 | 15 | 4.3 | 9.4 |
| 17. Jacksonville, Fla. | 31 | 23 | 23 | 4.7 | 15.2 |
| 18. Birmingham, Ala. | 47 | 35 | 48 | 5.8 | 15.7 |
| 19. San Diego, Calif. | 63 | 49 | 42 | 5.9 | 19.6 |
| **Group VI (100,000 to 200,000)** | | | | | |
| 1. Allentown, Pa. | 2 | 4 | 8 | 0.6 | 1.9 |
| 2. Utica, N. Y. | 2 | 8 | 8 | 0.7 | 2.0 |
| 3. Wichita, Kans. | 6 | 17 | 8 | 0.8 | 3.6 |
| 4. Tampa, Fla. | 5 | 15 | 8 | 1.1 | 4.0 |
| 5. Grand Rapids, Mich. | 12 | 10 | 12 | 1.4 | 6.8 |
| 6. Corpus Christi, Tex. | 6 | 9 | 12 | 1.5 | 5.6 |
| 7. Waterbury, Conn. | 5 | 3 | 10 | 1.6 | 4.8 |
| 8. Tulsa, Okla. | 13 | 16 | 20 | 1.6 | 7.2 |
| 9. Berkeley, Calif. | 7 | 24 | 2 | 1.7 | 6.2 |
| 10. Springfield, Mass. | 8 | 13 | 10 | 1.7 | 4.9 |
| 11. Phoenix, Ariz. | 14 | 19 | 12 | 1.8 | 13.5 |
| 12. Shreveport, La. | 9 | 10 | 11 | 1.9 | 7.2 |
| 13. Fort Wayne, Ind. | 11 | 17 | 17 | 2.0 | 8.5 |
| 14. Canton, Ohio | 9 | 7 | 13 | 2.0 | 7.7 |
| 15. Trenton, N. J. | 11 | 11 | 12 | 2.0 | 8.6 |
| 16. South Bend, Ind. | 10 | 17 | 18 | 2.0 | 8.6 |
| 17. Austin, Tex. | 9 | 9 | 11 | 2.0 | 6.8 |
| 18. Wilmington, Del. | 9 | 10 | 7 | 2.0 | 8.2 |
| 19. Salt Lake City, Utah | 15 | 24 | 20 | 2.1 | 8.3 |
| 20. Erie, Pa. | 10 | 14 | 24 | 2.1 | 7.7 |
| 21. Evansville, Ind. | 11 | 19 | 11 | 2.4 | 10.0 |
| 22. Bridgeport, Conn. | 13 | 6 | 11 | 2.7 | 8.2 |
| 23. Hartford, Conn. | 13 | 9 | 8 | 2.7 | 7.3 |
| 24. Kansas City, Kans. | 13 | 11 | 11 | 2.7 | 10.0 |
| 25. Arlington, Va. | 11 | 5 | 5 | 2.7 | 8.1 |
| All cities in this group | | | | 2.7 | 9.9 |
| 26. New Haven, Conn. | 13 | 16 | 12 | 2.7 | 8.0 |
| 27. Baton Rouge, La. | 12 | 9 | 5 | 2.8 | 9.7 |
| 28. Reading, Pa. | 10 | 13 | 11 | 2.9 | 9.2 |
| 29. Peoria, Ill. | 13 | 10 | 11 | 2.9 | 11.7 |
| 30. Yonkers, N. Y. | 10 | 8 | 5 | 2.9 | 6.6 |
| 31. Pasadena, Calif. | 16 | 11 | 13 | 3.0 | 15.4 |
| 32. Little Rock, Ark. | 10 | 7 | 16 | 3.0 | 9.9 |
| 33. Norfolk, Va. | 16 | 23 | 17 | 3.1 | 8.5 |
| 34. Sacramento, Calif. | 23 | 25 | 24 | 3.1 | 16.9 |
| 35. Charlotte, N. C. | 16 | 17 | 15 | 3.2 | 12.0 |
| 36. Des Moines, Iowa | 23 | 23 | 26 | 3.4 | 13.0 |
| 37. Flint, Mich. | 25 | 17 | 30 | 3.5 | 15.4 |
| 38. Spokane, Wash. | 21 | 18 | 19 | 3.6 | 13.1 |
| 39. Duluth, Minn. | 10 | 17 | 25 | 3.7 | 9.6 |
| 40. Knoxville, Tenn. | 15 | 11 | 19 | 3.7 | 12.1 |
| 41. Montgomery, Ala. | 11 | 8 | 6 | 3.8 | 10.5 |
| 42. Youngstown, Ohio | 24 | 20 | 34 | 4.4 | 14.3 |
| 43. El Paso, Tex. | 20 | 24 | 13 | 5.1 | 15.4 |
| 44. Elizabeth, N. J. | 16 | 5 | 9 | 5.5 | 14.2 |
| 45. Chattanooga, Tenn. | 22 | 13 | 23 | 5.6 | 16.9 |
| 46. Nashville, Tenn. | 39 | 23 | 28 | 5.7 | 22.5 |
| 47. Cambridge, Mass. | 15 | 7 | 9 | 5.7 | 12.4 |
| 48. Gary, Ind. | 27 | 35 | 26 | 7.0 | 20.4 |
| **Group VII (50,000 to 100,000)** | | | | | |
| 1. Berwyn, Ill. | 0 | 3 | 2 | 0.0 | 0.0 |
| 2. Brookline, Mass. | 0 | 5 | 2 | 0.0 | 0.0 |
| 3. Dubuque, Iowa | 1 | 6 | 6 | 0.6 | 2.0 |
| 4. Durham, N. C. | 2 | 10 | 3 | 0.9 | 2.8 |
| 5. Wilkes-barre, Pa. | 2 | 9 | 2 | 0.9 | 2.6 |
| 6. Winston-Salem, N. C. | 3 | 5 | 7 | 1.0 | 3.5 |
| 7. New Rochelle, N. Y. | 2 | 2 | 1 | 1.2 | 3.4 |
| 8. Joliet, Ill. | 3 | 7 | 2 | 1.2 | 5.7 |
| 9. San Jose, Calif. | 7 | 10 | 18 | 1.2 | 7.4 |
| 10. Pawtucket, R. I. | 3 | 2 | 3 | 1.2 | 5.7 |
| 11. Green Bay, Wis. | 3 | 6 | 13 | 1.4 | 5.7 |
| 12. Alameda, Calif. | 3 | 2 | 4 | 1.4 | 4.7 |
| 13. Mount Vernon, N. Y. | 3 | 3 | 1 | 1.4 | 4.2 |
| 14. Medford, Mass. | 2 | 1 | 0 | 1.5 | 3.0 |
| 15. Lancaster, Pa. | 4 | 4 | 6 | 1.5 | 6.3 |
| 16. San Bernardino, Calif. | 5 | 18 | 20 | 1.5 | 8.0 |
| 17. Springfield, Mo. | 4 | 2 | 5 | 1.5 | 6.0 |
| 18. Huntington, W. Va. | 4 | 7 | 7 | 1.6 | 4.6 |
| 19. Topeka, Kans. | 5 | 4 | 1 | 1.6 | 6.4 |
| 20. Racine, Wis. | 4 | 7 | 7 | 1.6 | 5.7 |
| 21. Cleveland Heights, O. | 3 | 6 | 1 | 1.6 | 5.1 |
| 22. Orlando, Fla. | 5 | 1 | 3 | 1.7 | 9.7 |
| 23. Hamilton, Ohio | 4 | 10 | 4 | 1.7 | 6.9 |
| 24. Columbus, S. C. | 6 | 5 | 11 | 1.7 | 7.0 |
| 25. Kalamazoo, Mich. | 6 | 3 | 10 | 1.7 | 10.5 |
| 26. Columbus, Ga. | 4 | 5 | 6 | 1.8 | 5.0 |
| 27. Portland, Me. | 4 | 6 | 6 | 1.9 | 5.2 |
| 28. Cedar Rapids, Iowa | 5 | 3 | 4 | 1.9 | 6.9 |
| 29. Springfield, Ohio | 6 | 9 | 9 | 2.0 | 7.7 |
| 30. Johnstown, Pa. | 5 | 4 | 7 | 2.0 | 8.0 |
| 31. Aurora, Ill. | 4 | 2 | 4 | 2.1 | 7.9 |
| 32. Greensboro, N. C. | 6 | 10 | 5 | 2.1 | 8.1 |
| 33. New Britain, Conn. | 4 | 1 | 4 | 2.1 | 5.4 |
| 34. Santa Monica, Calif. | 6 | 8 | 11 | 2.1 | 8.4 |
| 35. Binghamton, N. Y. | 6 | 6 | 7 | 2.2 | 7.4 |
| 36. Galveston, Tex. | 4 | 8 | 9 | 2.2 | 6.1 |
| 37. Sioux City, Iowa | 6 | 9 | 10 | 2.2 | 7.1 |
| 38. St. Joseph, Mo. | 5 | 5 | 16 | 2.2 | 6.6 |
| 39. Glendale, Calif. | 10 | 13 | 13 | 2.2 | 10.5 |
| 40. Covington, Ky. | 4 | 3 | 7 | 2.3 | 6.2 |
| 41. Lansing, Mich. | 10 | 3 | 10 | 2.3 | 10.9 |
| 42. Sioux Falls, S. D. | 5 | 3 | 4 | 2.3 | 9.6 |
| 43. Brockton, Mass. | 4 | 9 | 4 | 2.4 | 6.4 |
| 44. Oak Park, Ill. | 5 | 2 | 2 | 2.5 | 7.9 |
| 45. Fresno, Calif. | 17 | 13 | 11 | 2.6 | 18.8 |
| 46. Charleston, S. C. | 5 | 4 | 4 | 2.6 | 7.3 |
| All cities in this group | | | | 2.6 | 9.7 |
| 47. Lakewood, Ohio | 6 | 1 | 3 | 2.7 | 8.8 |
| 48. Stockton, Calif. | 13 | 12 | 14 | 2.7 | 18.1 |
| 49. Macon, Ga. | 7 | 4 | 5 | 2.7 | 10.0 |
| 50. Albuquerque, N. M. | 13 | 11 | 6 | 2.8 | 13.4 |
| 51. Springfield, Ill. | 10 | 14 | 11 | 2.8 | 12.4 |
| 52. Decatur, Ill. | 8 | 8 | 0 | 2.9 | 11.8 |
| 53. Jackson, Miss. | 9 | 11 | 6 | 2.9 | 9.2 |
| 54. Roanoke, Va. | 8 | 10 | 5 | 3.0 | 8.8 |
| 55. Manchester, N. H. | 6 | 6 | 8 | 3.0 | 7.3 |
| 56. Stamford, Conn. | 6 | 3 | 7 | 3.1 | 8.2 |
| 57. Pueblo, Colo. | 8 | 5 | 11 | 3.1 | 12.6 |
| 58. St. Petersburg, Fla. | 13 | 7 | 16 | 3.1 | 13.6 |
| 59. Raleigh, N. C. | 11 | 8 | 9 | 3.2 | 16.9 |
| 60. Saginaw, Mich. | 12 | 13 | 11 | 3.2 | 13.0 |
| 61. Alexandria, Va. | 8 | 6 | 1 | 3.2 | 13.0 |
| 62. Madison, Wis. | 11 | 8 | 7 | 3.2 | 11.5 |
| 63. Davenport, Iowa | 9 | 7 | 12 | 3.2 | 12.2 |
| 64. East Chicago, Ind. | 4 | 10 | 16 | 3.5 | 7.4 |
| 65. Muncie, Ind. | 9 | 7 | 10 | 3.7 | 15.4 |
| 66. Lynn, Mass. | 7 | 7 | 6 | 3.7 | 8.0 |
| 67. Clifton, N. J. | 8 | 8 | 3 | 4.0 | 12.4 |
| 68. Lorain, Ohio | 7 | 6 | 7 | 4.0 | 13.8 |
| 69. Evanston, Ill. | 9 | 1 | 8 | 4.1 | 12.3 |
| 70. Lowell, Mass. | 8 | 7 | 9 | 4.1 | 8.3 |
| 71. Dearborn, Mich. | 19 | 19 | 19 | 4.2 | 20.1 |
| 72. Charleston, W. Va. | 13 | 9 | 11 | 4.3 | 7.5 |
| 73. Pontiac, Mich. | 17 | 7 | 8 | 4.5 | 23.3 |
| 74. Richmond, Calif. | 17 | 7 | 8 | 4.7 | 17.1 |
| 75. Terre Haute, Ind. | 13 | 10 | 8 | 4.8 | 20.3 |
| 76. Waterloo, Iowa | 13 | 2 | 7 | 5.1 | 20.2 |
| 77. Hamtramck, Mich. | 4 | 9 | 12 | 5.2 | 9.3 |
| 78. Portsmouth, Va. | 9 | 5 | 4 | 5.3 | 12.6 |
| 79. Hammond, Ind. | 13 | 19 | 25 | 5.5 | 14.9 |
| 80. Cicero, Ill. | 13 | 6 | 13 | 6.5 | 19.3 |
| 81. Wheeling, W. Va. | 13 | 6 | 9 | 7.6 | 22.3 |
| 82. Atlantic City, N. J. | 10 | 4 | 4 | 8.3 | 16.2 |
| **Group VIII (25,000 to 50,000)** | | | | | |
| 1. White Plains, N. Y. | 0 | 4 | 5 | 0.0 | 0.0 |
| 2. Newport News, Va. | 0 | 5 | 1 | 0.0 | 0.0 |
| 3. Rome, N. Y. | 0 | 4 | 4 | 0.0 | 0.0 |
| 4. Manitowoc, Wis. | 0 | 1 | 6 | 0.0 | 0.0 |
| 5. Mt. Lebanon, Pa. | 0 | 0 | 0 | 0.0 | 0.0 |
| 6. Shaker Heights, Ohio | 0 | 2 | 3 | 0.0 | 0.0 |
| 7. Teaneck, N. J. | 0 | 1 | 1 | 0.0 | 0.0 |
| 8. Belmont, Mass. | 0 | 0 | 0 | 0.0 | 0.0 |
| 9. Tucson, Ariz. | 1 | 7 | 2 | 0.2 | 2.2 |
| 10. Ann Arbor, Mich. | 1 | 0 | 2 | 0.2 | 2.1 |
| 11. Beverly Hills, Calif. | 1 | 3 | 4 | 0.6 | 3.5 |
| 12. Wyandotte, Mich. | 1 | 3 | 5 | 0.6 | 2.7 |
| 13. Independence, Mo. | 1 | 4 | 4 | 0.7 | 2.7 |
| 14. Oshkosh, Wis. | 1 | 6 | 5 | 0.7 | 2.4 |
| 15. Pensacola, Fla. | 2 | 5 | 1 | 0.8 | 4.6 |
| 16. Wausau, Wis. | 1 | 2 | 2 | 0.8 | 3.3 |
| 17. Waltham, Mass. | 1 | 1 | 1 | 0.9 | 2.1 |
| 18. West Allis, Wis. | 2 | 3 | 5 | 0.9 | 4.7 |
| 19. Mason City, Iowa | 1 | 1 | 1 | 0.9 | 3.6 |
| 20. Fond du Lac, Wis. | 1 | 0 | 2 | 0.9 | 3.4 |
| 21. Lockport, N. Y. | 1 | 0 | 1 | 0.9 | 4.0 |
| 22. Morgantown, W. Va. | 1 | 0 | 1 | 1.0 | 3.9 |
| 23. Provo, Utah | 1 | 5 | 4 | 1.0 | 3.5 |
| 24. Bristol, Conn. | 1 | 2 | 2 | 1.0 | 2.8 |
| 25. Oak Ridge, Tenn. | 1 | 1 | 0 | 1.1 | 3.3 |
| 26. Muskegon, Mich. | 3 | 2 | 7 | 1.1 | 6.3 |
| 27. Winona, Minn. | 1 | 1 | 4 | 1.1 | 4.0 |
| 28. Lake Charles, La. | 2 | 1 | 0 | 1.2 | 4.9 |
| 29. Poughkeepsie, N. Y. | 2 | 1 | 0 | 1.2 | 4.9 |
| 30. Palo Alto, Calif. | 2 | 4 | 2 | 1.2 | 7.9 |
| 31. Billings, Mont. | 2 | 2 | 4 | 1.2 | 6.3 |
| 32. High Point, N. C. | 2 | 2 | 3 | 1.2 | 5.0 |
| 33. Jamestown, N. Y. | 2 | 4 | 12 | 1.2 | 4.6 |
| 34. Cheyenne, Wyo. | 2 | 2 | 2 | 1.3 | 6.3 |
| 35. Middletown, Conn. | 1 | 1 | 5 | 1.3 | 3.4 |
| 36. Bloomfield, N. J. | 2 | 3 | 1 | 1.4 | 4.1 |
| 37. Lakeland, Fla. | 2 | 4 | 3 | 1.5 | 6.5 |
| 38. West Hartford, Conn. | 2 | 1 | 3 | 1.5 | 4.5 |
| 39. Boise, Idaho | 4 | 1 | 2 | 1.6 | 11.7 |
| 40. Lynchburg, Va. | 2 | 2 | 3 | 1.6 | 4.2 |
| 41. Chicopee, Mass. | 2 | 3 | 3 | 1.6 | 4.1 |
| 42. Rochester, Minn. | 2 | 0 | 2 | 1.6 | 6.8 |
| 43. Marion, Ind. | 2 | 3 | 2 | 1.6 | 6.6 |
| 44. Galesburg, Ill. | 2 | 6 | 4 | 1.7 | 6.4 |
| 45. Watertown, N. Y. | 2 | 2 | 2 | 1.7 | 5.8 |
| 46. Kankakee, Ill. | 2 | 1 | 1 | 1.7 | 7.7 |
| 47. Steubenville, Ohio | 2 | 1 | 4 | 1.7 | 5.6 |
| 48. Battle Creek, Mich. | 5 | 6 | 4 | 1.8 | 10.3 |
| 49. Bloomington, Ind. | 2 | 1 | 1 | 1.8 | 7.1 |
| 50. Mansfield, Ohio | 4 | 5 | 5 | 1.8 | 9.2 |
| 51. Royal Oak, Mich. | 4 | 5 | 6 | 1.8 | 8.5 |
| 52. Danbury, Conn. | 2 | 0 | 2 | 1.8 | 6.5 |
| 53. Plainfield, N. J. | 3 | 4 | 2 | 1.9 | 7.1 |
| 54. Manchester, Conn. | 2 | 2 | 5 | 1.9 | 5.9 |

| | Twelve Months 1950 | 1949 | 1948 | 1950 Reg. Rate | 1950 Pop. Rate |
|---|---|---|---|---|---|
| 55. Montclair, N. J. | 2 | 0 | 1 | 1.9 | 4.6 |
| 56. Linden, N. J. | 2 | 2 | 2 | 1.9 | 6.6 |
| 57. Torrington, Conn. | 2 | 0 | 1 | 1.9 | 7.2 |
| **58. St. Cloud, Minn.** | **2** | **3** | **1** | **2.0** | **7.0** |
| **59. Kokomo, Ind.** | **3** | **4** | **1** | **2.0** | **7.8** |
| **60. Middletown, Ohio** | **3** | **4** | **0** | **2.1** | **8.9** |
| 61. Parma, Ohio | 2 | 1 | 1 | 2.1 | 6.9 |
| 62. New Kensington, Pa. | 2 | 1 | 2 | 2.1 | 7.9 |
| 63. Marion, Ohio | 3 | 1 | 0 | 2.2 | 8.9 |
| 64. Wauwatosa, Wis. | 3 | 2 | 0 | 2.2 | 9.0 |
| 65. Vancouver, Wash. | 4 | 4 | 4 | 2.2 | 14.3 |
| **66. Elkhart, Ind.** | **4** | **6** | **3** | **2.2** | **11.2** |
| 67. Eau Claire, Wis. | 3 | 3 | 1 | 2.3 | 8.4 |
| **68. Tallahassee, Fla.** | **3** | **4** | **2** | **2.3** | **11.0** |
| 69. San Leandro, Calif. | 4 | 3 | 2 | 2.4 | 14.5 |
| **70. Bloomington, Ill.** | **3** | **4** | **2** | **2.4** | **8.8** |
| 71. Rock Island, Ill. | 4 | 1 | 4 | 2.4 | 8.2 |
| All cities in this group | | | | 2.4 | 9.2 |
| 72. Fairfield, Conn. | 2 | 1 | 5 | 2.4 | 6.6 |
| 73. Colorado Spgs., Colo. | 6 | 3 | 4 | 2.4 | 13.2 |
| 74. Zanesville, Ohio | 4 | 2 | 5 | 2.5 | 9.9 |
| 75. Arlington, Mass. | 3 | 2 | 3 | 2.5 | 6.8 |
| 76. Clarksburg, W. Va. | 3 | 0 | 3 | 2.5 | 9.4 |
| 77. Beloit, Wis. | 3 | 2 | 1 | 2.6 | 10.2 |
| **78. Parkersburg, W. Va.** | **3** | **4** | **9** | **2.6** | **10.2** |
| 79. Waukegan, Ill. | 4 | 4 | 4 | 2.6 | 10.2 |
| 80. Concord, N. H. | 2 | 0 | 4 | 2.7 | 7.1 |
| 81. Barberton, Ohio | 3 | 2 | 12 | 2.7 | 10.8 |
| **82. Anderson, Ind.** | **6** | **11** | **6** | **2.8** | **12.8** |
| **83. Kingston, N. Y.** | **3** | **4** | **0** | **2.8** | **10.4** |
| 84. Hackensack, N. J. | 5 | 3 | 1 | 2.8 | 10.3 |
| **85. Norwich, Conn.** | **3** | **4** | **3** | **2.9** | **8.0** |
| 86. Elmira, N. Y. | 5 | 4 | 2 | 2.9 | 10.1 |
| 87. Rapid City, S. D. | 3 | 3 | 4 | 2.9 | 11.9 |
| 88. Orange, N. J. | 3 | 2 | 2 | 3.1 | 7.8 |
| **89. Fort Lauderdale, Fla.** | **6** | **7** | **9** | **3.3** | **16.7** |
| 90. West Orange, N. J. | 3 | 3 | 2 | 3.3 | 10.5 |
| 91. Burlington, Iowa | 4 | 2 | 1 | 3.3 | 13.1 |
| 92. Meriden, Conn. | 4 | 3 | 5 | 3.4 | 9.2 |
| 93. Great Falls, Mont. | 5 | 0 | 9 | 3.4 | 12.8 |
| 94. Everett, Wash. | 6 | 5 | 4 | 3.6 | 17.8 |
| 95. Petersburg, Va. | 3 | 1 | 6 | 3.6 | 8.6 |
| 96. Ferndale, Mich. | 4 | 2 | 7 | 3.6 | 13.5 |
| 97. San Mateo, Calif. | 6 | 3 | 6 | 3.7 | 14.5 |
| 98. Stratford, Conn. | 4 | 0 | 2 | 3.9 | 11.9 |
| 99. Riverside, Calif. | 10 | 8 | 15 | 4.2 | 21.6 |
| 100. Appleton, Wis. | 6 | 1 | 2 | 4.3 | 15.7 |
| 101. New London, Conn. | 4 | 1 | 3 | 4.3 | 13.2 |
| 102. Norwalk, Conn. | 4 | 3 | 3 | 4.4 | 8.1 |
| 103. Council Bluffs, Iowa | 7 | 5 | 4 | 4.4 | 15.5 |
| 104. Portsmouth, Ohio | 6 | 6 | 9 | 4.5 | 16.3 |
| **105. Tuscaloosa, Ala.** | **5** | **6** | **4** | **4.5** | **10.8** |
| 106. Moline, Ill. | 7 | 6 | 3 | 4.6 | 18.8 |
| 107. Superior, Wis. | 4 | 3 | 2 | 4.7 | 11.4 |
| 108. Newburgh, N. Y. | 6 | 1 | 7 | 4.9 | 18.8 |
| **109. Lr. Merion Twp., Pa.** | **7** | **11** | **5** | **5.3** | **15.6** |
| 110. Highland Park, Mich. | 8 | 4 | 9 | 5.3 | 17.3 |
| 111. Warren, Ohio | 13 | 2 | 3 | 6.3 | 26.2 |
| 112. West Haven, Conn. | 7 | 2 | 4 | 7.3 | 21.9 |
| 113. Fairmont, W. Va. | 8 | 5 | 3 | 7.4 | 27.3 |
| 114. Granite City, Ill. | 7 | 1 | 5 | 7.6 | 24.1 |
| 115. East Hartford, Conn. | 8 | 1 | 0 | 9.0 | 27.3 |
| 116. Sandusky, Ohio | 11 | 3 | 8 | 9.1 | 37.8 |
| 117. Calumet City, Ill. | 4 | 2 | 4 | 9.3 | 25.3 |
| 118. Greenwich, Conn. | 11 | 6 | 4 | 12.2 | 27.2 |
| 119. Kearny, N. J. | 9 | 3 | 2 | 12.7 | 22.6 |

Group IX (10,000 to 25,000)

| | | | | | |
|---|---|---|---|---|---|
| **1. Benton Harbor, Mich.** | **0** | **5** | **4** | **0.0** | **0.0** |
| **2. Walla Walla, Wash.** | **0** | **3** | **3** | **0.0** | **0.0** |
| **3. Salisbury, N. C.** | **0** | **1** | **2** | **0.0** | **0.0** |
| **4. Waukesha, Wis.** | **0** | **1** | **6** | **0.0** | **0.0** |
| 5. Richland, Wash. | 0 | 0 | 0 | 0.0 | 0.0 |
| 6. Freeport, Ill. | 0 | 0 | 2 | 0.0 | 0.0 |
| 7. Ames, Iowa | 0 | 0 | 0 | 0.0 | 0.0 |
| 8. Westfie'd, N. J. | 0 | 0 | 2 | 0.0 | 0.0 |
| **9. Vincennes, Ind.** | **0** | **5** | **6** | **0.0** | **0.0** |
| **10. Stillwater, Okla.** | **0** | **1** | **0** | **0.0** | **0.0** |
| **11. Marietta, Ohio** | **0** | **2** | **0** | **0.0** | **0.0** |
| 12. Albert Lea, Minn. | 0 | 0 | 0 | 0.0 | 0.0 |
| 13. Hibbing, Minn. | 0 | 0 | 2 | 0.0 | 0.0 |
| **14. Johnson City, N. Y.** | **0** | **1** | **0** | **0.0** | **0.0** |
| 15. Brainerd, Minn. | 0 | 0 | 1 | 0.0 | 0.0 |
| 16. Reidsville, N. C. | 0 | 0 | 1 | 0.0 | 0.0 |
| **17. Orangeburg, S. C.** | **0** | **1** | **1** | **0.0** | **0.0** |
| **18. McAlester, Okla.** | **0** | **1** | **0** | **0.0** | **0.0** |
| 19. Highland Park, Tex. | 0 | 0 | 0 | 0.0 | 0.0 |
| **20. Arkansas City, Kans.** | **0** | **2** | **1** | **0.0** | **0.0** |
| 21. Fergus Falls, Minn. | 0 | 0 | 1 | 0.0 | 0.0 |
| 22. Annapolis, Md. | 0 | 0 | 0 | 0.0 | 0.0 |
| **23. South Orange, N. J.** | **0** | **1** | **2** | **0.0** | **0.0** |
| **24. Atchison, Kans.** | **0** | **4** | **1** | **0.0** | **0.0** |
| **25. Hawthorne, N. J.** | **0** | **2** | **2** | **0.0** | **0.0** |
| **26. Windham, Conn.** | **0** | **3** | **1** | **0.0** | **0.0** |
| **27. Winnetka, Ill.** | **0** | **1** | **0** | **0.0** | **0.0** |
| **28. Needham, Mass.** | **0** | **1** | **0** | **0.0** | **0.0** |
| **29. Brookfield, Ill.** | **0** | **3** | **2** | **0.0** | **0.0** |
| 30. Swampscott, Mass. | 0 | 0 | 0 | 0.0 | 0.0 |
| 31. Ridgefield Pk., N. J. | 0 | 0 | 0 | 0.0 | 0.0 |
| 32. Beacon, N. Y. | 0 | 0 | 1 | 0.0 | 0.0 |
| **33. Derby, Conn.** | **0** | **1** | **2** | **0.0** | **0.0** |
| 34. Donora, Pa. | 0 | 0 | 0 | 0.0 | 0.0 |
| 35. Webster, Mass. | 0 | 0 | 1 | 0.0 | 0.0 |
| **36. Kingsport, Tenn.** | **1** | **3** | **4** | **0.8** | **5.1** |
| **37. Janesville, Wis.** | **1** | **3** | **5** | **0.9** | **4.0** |
| **38. Austin, Minn.** | **1** | **2** | **1** | **1.0** | **4.3** |

| | Twelve Months 1950 | 1949 | 1948 | 1950 Reg. Rate | 1950 Pop. Rate |
|---|---|---|---|---|---|
| 39. Mankato, Minn. | 1 | 1 | 0 | 1.0 | 5.3 |
| 40. Meadville, Pa. | 1 | 0 | 0 | 1.1 | 5.3 |
| **41. La Porte, Ind.** | **1** | **4** | **3** | **1.1** | **5.8** |
| **42. Vallejo, Calif.** | **2** | **3** | **0** | **1.1** | **8.6** |
| 43. Wooster, Ohio | 1 | 1 | 0 | 1.2 | 7.1 |
| **44. East Liverpool, Ohio** | **1** | **3** | **0** | **1.2** | **4.1** |
| 45. Aberdeen, S. D. | 1 | 0 | 2 | 1.3 | 4.8 |
| **46. Frankfort, Ind.** | **1** | **3** | **3** | **1.3** | **6.7** |
| 47. Ottawa, Ill. | 1 | 0 | 2 | 1.3 | 5.9 |
| 48. Streator, Ill. | 1 | 1 | 0 | 1.3 | 6.1 |
| 49. Webster Groves, Mo. | 1 | 0 | 0 | 1.4 | 4.3 |
| 50. La Grange, Ill. | 1 | 1 | 0 | 1.4 | 8.3 |
| **51. So. St. Paul, Minn.** | **1** | **2** | **3** | **1.4** | **5.3** |
| 52. Bismarck, N. D. | 1 | 0 | 0 | 1.4 | 5.4 |
| 53. Klamath Falls, Ore. | 2 | 2 | 0 | 1.4 | 12.7 |
| 54. Bluefield, W. Va. | 1 | 1 | 5 | 1.4 | 4.7 |
| 55. Martinsburg, W. Va. | 1 | 1 | 2 | 1.4 | 6.4 |
| **56. Sterling, Ill.** | **1** | **2** | **0** | **1.5** | **7.8** |
| 57. Kinston, N. C. | 1 | 1 | 2 | 1.5 | 5.5 |
| **58. Fostoria, Ohio** | **1** | **3** | **0** | **1.5** | **7.0** |
| 59. Birmingham, Mich. | 2 | 2 | 0 | 1.5 | 13.0 |
| **60. Butler, Pa.** | **2** | **4** | **3** | **1.6** | **8.5** |
| **61. Highland Park, Ill.** | **1** | **3** | **2** | **1.6** | **6.0** |
| **62. Bristol, Pa.** | **1** | **2** | **1** | **1.6** | **7.9** |
| 63. Faribault, Minn. | 1 | 0 | 0 | 1.6 | 6.3 |
| 64. Watertown, Wis. | 1 | 0 | 3 | 1.7 | 8.1 |
| 65. Norfolk, Neb. | 1 | 0 | 1 | 1.7 | 8.9 |
| 66. Uniontown, Pa. | 2 | 0 | 0 | 1.7 | 9.8 |
| **67. Gardner, Mass.** | **1** | **3** | **2** | **1.8** | **5.1** |
| **68. Logan, Utah** | **1** | **3** | **3** | **1.8** | **6.0** |
| All cities in this group | | | | 1.9 | 8.2 |
| **69. Connersville, Ind.** | **1** | **3** | **3** | **1.9** | **6.4** |
| **70. Central Falls, R. I.** | **1** | **3** | **0** | **1.9** | **4.2** |
| 71. Ypsilanti, Mich. | 2 | 0 | 3 | 1.9 | 10.9 |
| 72. Ponca City, Okla. | 2 | 1 | 0 | 1.9 | 9.9 |
| 73. Beaver Dam, Wis. | 1 | 0 | 0 | 2.0 | 8.5 |
| 74. Massena, N. Y. | 1 | 0 | 1 | 2.2 | 7.6 |
| 75. Modesto, Calif. | 6 | 3 | 4 | 2.2 | 34.7 |
| 76. Chicago Heights, Ill. | 2 | 2 | 6 | 2.2 | 8.2 |
| 77. Sumter, S. C. | 2 | 2 | 0 | 2.2 | 10.1 |
| **78. Fremont, Ohio** | **2** | **3** | **4** | **2.3** | **12.1** |
| **79. Bristol, Va.** | **1** | **3** | **2** | **2.3** | **6.3** |
| 80. Ironwood, Mich. | 1 | 0 | 0 | 2.4 | 8.7 |
| 81. Moundsville, W. Va. | 1 | 0 | 3 | 2.4 | 6.8 |
| 82. Shelton, Conn. | 1 | 0 | 0 | 2.5 | 8.1 |
| **83. Holland, Mich.** | **3** | **5** | **0** | **2.5** | **19.1** |
| **84. Grosse Pte. Pk., Mich.** | **4** | **4** | **2** | **2.9** | **15.4** |
| **85. Fort Myers, Fla.** | **2** | **5** | **4** | **2.9** | **15.3** |
| 86. Peru, Ind. | 2 | 1 | 0 | 3.0 | 15.0 |
| 87. Ashland, Wis. | 1 | 1 | 0 | 3.0 | 9.4 |
| 88. Sweetwater, Tex. | 2 | 1 | 1 | 3.2 | 14.7 |
| 89. Monroe, Mich. | 4 | 1 | 3 | 3.3 | 18.8 |
| 90. Endicott, N. Y. | 3 | 1 | 0 | 3.4 | 14.9 |
| 91. Alpena, Mich. | 2 | 2 | 3 | 3.4 | 15.3 |
| 92. Port Chester, N. Y. | 3 | 1 | 1 | 3.4 | 12.5 |
| 93. Beckley, W. Va. | 2 | 1 | 3 | 3.4 | 10.4 |
| 94. Chillicothe, Ohio | 4 | 4 | 3 | 3.5 | 19.9 |
| **95. Niles, Ohio** | **2** | **4** | **3** | **3.6** | **12.0** |
| 96. Elmwood Park, Ill. | 2 | 1 | 2 | 3.7 | 10.6 |
| 97. East Moline, Ill. | 2 | 1 | 2 | 3.8 | 14.4 |
| 98. Fort Madison, Iowa | 2 | 0 | 2 | 4.0 | 13.4 |
| **99. Jacksonville, Ill.** | **3** | **4** | **3** | **4.0** | **14.7** |
| 100. Rye, N. Y. | 2 | 1 | 1 | 4.2 | 17.1 |
| 101. Las Vegas, Nev. | 5 | 2 | 2 | 4.3 | 20.5 |
| 102. Ansonia, Conn. | 2 | 1 | 2 | 4.4 | 10.7 |
| 103. Leominster, Mass. | 3 | 0 | 3 | 4.6 | 12.4 |
| 104. Virginia, Minn. | 2 | 0 | 2 | 4.7 | 16.3 |
| 105. Redlands, Calif. | 4 | 3 | 2 | 4.8 | 21.7 |
| 106. Stevens Point, Wis. | 3 | 0 | 2 | 5.1 | 18.1 |
| 107. Naugatuck, Conn. | 3 | 0 | 0 | 5.5 | 17.1 |

| | Twelve Months 1950 | 1949 | 1948 | 1950 Reg. Rate | 1950 Pop. Rate |
|---|---|---|---|---|---|
| 108. Astoria, Ore. | 4 | 2 | 1 | 5.8 | 32.8 |
| 109. Wilmette, Ill. | 4 | 3 | 4 | 6.5 | 22.0 |
| 110. Muskegon Hgts., Mich. | 4 | 1 | 2 | 7.4 | 21.3 |
| 111. Mamaroneck, N. Y. | 4 | 0 | 0 | 7.9 | 26.7 |
| 112. S. Charleston, W. Va. | 5 | 2 | 2 | 9.5 | 30.1 |
| 113. La Salle, Ill. | 4 | 1 | 2 | 9.9 | 33.3 |
| 114. Wallingford, Conn. | 6 | 0 | 3 | 11.1 | 35.5 |

CANADIAN CITIES

| | | | | | |
|---|---|---|---|---|---|
| Toronto, Ont. | 46 | 52 | 56 | | 7.0 |
| Montreal, Que. | 93 | 81 | 103 | | 10.5 |
| Vancouver, B. C. | 45 | 36 | 28 | | 16.6 |

## Deadline Nears for 1950 Miles Per Accident Contest

February 15 is the mailing deadline for entries in the 1950 Miles Per Accident Contest. Rules and an entry blank in the contest has been mailed out as part of *Transit Topics*, the Transit Section's monthly newsletter, and *Fleet Flashes*, monthly newsletter of the Council's Commercial Vehicle Section.

The Miles Per Accident Contest is recognized by fleet leaders as a valuable tool in accenting and dramatizing the importance of year-round safe driving. Entries in the 1950 contest are expected to top all previous experience.

## 1950 Traffic Toll

*From Page 32*

group, ranked according to motor vehicle registration death rate were:

| | 1950 Reg. Rate | 1950 Pop. Rate |
|---|---|---|
| **Over 1,000,000 Population** | | |
| Los Angeles, Calif. | 3.2 | 13.7 |
| Detroit, Mich. | 3.3 | 10.7 |
| Philadelphia, Pa. | 4.3 | 7.8 |
| **750,000-1,000,000 Population** | | |
| San Francisco, Calif. | 2.3 | 7.5 |
| Cleveland, Ohio | 3.2 | 10.5 |
| Washington, D. C. | 3.8 | 9.0 |
| **500,000-750,000 Population** | | |
| Minneapolis, Minn. | 2.0 | 7.0 |
| Milwaukee, Wis. | 2.5 | 6.8 |
| Buffalo, N. Y. | 2.9 | 8.8 |
| **350,000-500,000 Population** | | |
| Seattle, Wash. | 2.5 | 10.6 |
| Kansas City, Mo. | 2.8 | 8.2 |
| Denver, Colo. | 2.9 | 10.4 |
| **200,000-350,000 Population** | | |
| Syracuse, N. Y. | 1.7 | 5.0 |
| Rochester, N. Y. | 1.8 | 6.9 |
| Providence, R. I. | 1.8 | 6.1 |
| **100,000-200,000 Population** | | |
| Allentown, Pa. | 0.6 | 1.9 |
| Utica, N. Y. | 0.7 | 2.0 |
| Wichita, Kans. | 0.8 | 3.6 |
| **50,000-100,000 Population** | | |
| Berwyn, Ill. | 0.0 | 0.0 |
| Brookline, Mass. | 0.0 | 0.0 |
| Dubuque, Iowa | 0.6 | 2.0 |
| **25,000-50,000 Population** | | |
| White Plains, N. Y. | 0.0 | 0.0 |
| Newport News, Va. | 0.0 | 0.0 |
| Rome, N. Y. | 0.0 | 0.0 |
| **10,000-25,000 Population** | | |
| Benton Harbor, Mich. | 0.0 | 0.0 |
| Walla Walla, Wash. | 0.0 | 0.0 |
| Salisbury, N. C. | 0.0 | 0.0 |

Group rankings this year have been changed with the new order appearing for the first time in this issue. Cities formerly in group IV, 200,000 to 500,000, have been split into groups IV, 350,000 to 500,000, and group V, 200,000 to 350,000. Cities formerly in groups V, VI, VII and VIII have been changed to groups VI, VII, VIII and IX, respectively.

## Lamp Guard Developed

Development of a new kind of metal lamp guard for preventing vandals from destroying light bulbs in New York City's public parks was recently announced by Commissioner S. J. Carney, of the City's Department of Water Supply, Gas and Electricity.

The guards which are shown being installed in the photo above are made from expanded metal—a special material made by piercing and stretching solid steel sheet. This expanded metal has diamond-shaped openings (see photo below), is strong and durable, yet permits full illumination.

Until recently, street and park lighting cost New York City taxpayers almost $300,000 a year. In 1949, some park lamps guarded by translucent plastic had to be replaced as often as once a week. It is expected that a bulb will now last its normal life span of nine months—drastically reducing park lamp maintenance costs.

Central Park is to be the principal proving ground of the new lamp guard installations, and, if the lamp guards perform as well as expected, all of the lamps in New York City will ultimately receive this protective treatment. More than 40,000 of the city's 170,000 street and park lights are broken repeatedly by vandals.

# They Really Mean Business in Baltimore!

*From Page 13*

take possession of any vehicle disabled because of accident or mechanical failure, if said vehicle obstructs the flow of traffic.

A cruising tow truck observes, or gets a radio report of a car parked in violation of the law. The truck proceeds to the scene, and after one of the officers prepares a summons, a quick inspection of the automobile is made to determine any damage. The car is then pushed or towed to the impounding lot where a report of pertinent details, including a description of any defects or damage found in the car, and also a description of any clothing or other valuables found inside the car is prepared.

The automobile is then stored on a central impounding lot, located at headquarters. From the moment the car is moved from its parking space on the street, the Police Department has assumed responsibility for the vehicle, and it is under a 24-hour guard. The driver discovers his loss, calls the Police Department and finds out that his car has been impounded. He must then present himself at the impounding booth, and identify the automobile. A release slip is filled out and presented by the driver to the Traffic Court where a $5.25 parking fine, and a $5 tow charge—a total of $10.25, must be paid. The driver takes the receipt to the impounding booth where the automobile is released to him. Any vehicle left at the impounding lot for over 48 hours is subject to a storage fee of $1 per day.

In our experience there have been few traffic restrictions imposed to which the public reacted more favorably than the Impounding Ordinance. There have been few complaints about the principle involved, while complaints concerning handling of vehicles and the procedure necessary to locate and claim them have been held to a minimum. The general public recognizes that the impounding crews clear the street for moving traffic and have looked favorably upon extensions of the Impounding Law. Since it was first applied to the four north-south one-way streets, additional streets have been added to the ordinance by act of the city council without protest by any groups.

The fact that the driver must present himself and identify his car is one reason why the Impounding Law is effective. It represents a personal inconvenience to the driver, whereas to some persons the payment of a fine, depending upon their prosperity, is really not much of a deterrent. Nevertheless, every effort is made to expedite the procedure of locating and identifying the car, paying the fine and towing fee, and claiming the car. We believe the law should be used to discipline, but not to persecute the driving public. The emphasis on courtesy and speedy handling of this procedure has been helpful in developing a favorable public reaction.

The three impounding trucks are assigned to 12 miles of one-way arterial streets, and approximately 3 miles of 2-way arterial streets, some in the central business district. Within a week after the Impounding Ordinance was in effect, the rate at which cars were being towed in settled down to a steady average of about 14 per day. On some days the impounding trucks have brought in from 20 to 22 cars, but in the main we can expect the average haul to be approximately 14 cars. The difference between the average and maximum haul gives some idea of the law's effectiveness. Of course, the final test of the effectiveness of the law is the actual volume attained on the one-way street. Headways on our one-way streets are very closely approaching capacity headways on expressways. In our opinion this determines the value of the job the Impounding Law is doing.

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## Oklahoma City's Free Traffic School Opened

Sponsored by six top agencies having a vital interest in traffic safety, Oklahoma City's new free traffic school was opened December 5, 1950.

The Oklahoma Highway Patrol, Oklahoma Bar Association, Oklahoma Safety Council, Oklahoma City Police Department, Oklahoma City Public Schools, and the Oklahoma City Safety Council comprise the six agencies sponsoring the effort.

The free series of traffic courses—each of which will cover a period of four two-hour classes—is unique in scope. The school is open to both private and commercial drivers and beginners are especially welcome. Trooper Bill Large, of the Oklahoma Highway Patrol, and Officer John Byrd, of the Oklahoma City Safety Education Unit, are instructors.

## Some Data on Sunglasses

There is a great individual variation in sensitivity to glare. Glare is produced by one area of a visual field being brighter than the balance of the field. *Use of ordinary sunglasses will not eliminate glare* because it reduces both the background and the brighter area by the same percentage and leaves the same brightness difference between them. Polarizing lenses can sometimes be used selectively to reduce bright spots in the visual field if the light in these spots is polarized.

Dark sunglasses worn during the day are useful in preserving an individual's night vision if he is planning on moving around in the dark *without lights*. Its importance has been overemphasized recently, however, for the individual who is going to drive a car using its headlights. For occasional exposure of reasonable duration at the beach this effect is not important. In fact, night vision problems have significance only to the military—not civilian life.

All types of colored lenses and colored windshields are dangerous in driving at night. They reduce the distance which an individual can see with headlights. This is particularly true of the blue lenses and windshields. Headlights produce a very small amount of blue light which passes through blue lenses and windshields. These blue lenses and windshields very effectively absorb the red and yellow light which comprises most of the headlight spectrum. Lenses and windshields for use at night should be clear and clean.

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EDITOR'S NOTE: Excerpts from the report of Col. Victor A. Byrnes (MC), prepared at the request of the Joint Committee on Industrial Opthalmology of the American Medical Association and the American Academy of Opthalmology and Otolaryngology. The report represents the committee's opinion on this subject. Other members of the Committee are: A. D. Ruedemann, M.D.; Hedwig S. Kuhn, M.D.; Glen H. Harrison, M.D.; John B. Hitz, M.D., and E. B. Spaeth, M.D.

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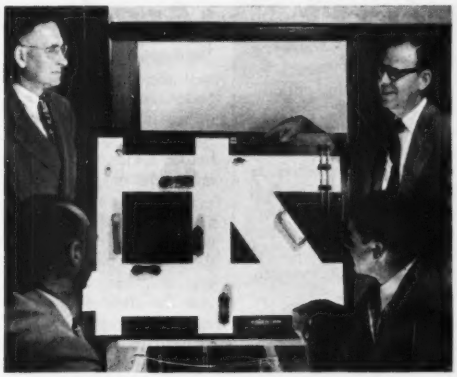
## PM Fleet Course at Penn State College

The Pennsylvania State College will conduct its Sixth Annual Course for Maintenance Supervisors during the week of February 26-March 2. The course, specifically designed for maintenance superintendents, supervisors, shop foremen, senior mechanics and small fleet owners, will be conducted on the Penn State Campus at State College, Pennsylvania.

THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

*Write for our folder. It contains full information.*

MAGNO SAF-T BOARD © EMIGSVILLE, PA.

# Crackdown In Los Angeles

*From Page 11*

iting traffic education to the periodic staging of dramatic "safety drives." In this excellent bit of advice, he went on to explain that an occasional safety campaign is not nearly so effective as a continuous educational program. It is believed that the spirit of this suggestion has often been misinterpreted into counsel against all forms of intensified traffic safety efforts. This is, of course, not what was meant.

Traffic education is not a simple program. Sharing along with enforcement and engineering a full measure of responsibility for public safety—it must use a selective approach. Selective traffic education initiates, throughout the year, varying approaches to the traffic problem which are popularly termed "drives" or "campaigns." These seemingly spectacular publicity efforts represent merely the changing points of *application* and *intensity*. For a particularly dangerous holiday the intensity of the educational effort must be raised to off-set an expected rash of traffic accidents. At the beginning of the months of early darkness the application is shifted toward pedestrian accidents, a major source of fatalities in that season. Similarly, speed may occupy primary attention before Labor Day or during the first rainy season.

Like the successful advertising agency, a traffic education office must make use of every legitimate trick of the trade—change of pace, varied talent, suspense, surprise, etc.—to capture the attention of the driving public. At the same time there must exist a continuous basic program supplying media with advice, instruction, pleas, and warnings throughout the year. Examples of this work are weekly radio programs, newspaper columns, high school classes, club lectures, and safety displays at public exhibits.

The effects of a powerful holiday traffic education effort may be more permanent than appears on the surface. After a highly successful Christmas-New Year program in 1949, the traffic accidents resulting in fatalities during the following January dropped 44 per cent under the figure of the preceding January. They represented only 5.5 per cent of the year's total accidents as compared with the January average of 9 per cent of the year's total. As for more immediate results, it has been well demonstrated that a pre-Christmas program will materially reduce the New York drunk driving hazard.

The motorist is most responsive when he is convinced that he, himself, is the one most likely to be affected. And we must also take into consideration the fact that many people inclined to celebrate the holiday without drinking refrained from driving their cars during this period through fear of being exposed to the menace of the drinking driver.

In reviewing these safety activities in the hope of passing on helpful suggestions, several points gain importance:

1. Map out the enterprise allowing plenty of time for good creative work. Start writing, filming, recording, etc. no later than September.

2. Begin operations from the top. Do not send a traffic policeman to a newspaper chain soliciting initial cooperation. Outline the plan with letters from the Police Chief, Commissioner, or Mayor. Send these requests to newspapers, radio stations, television studios, and any other interests from which valuable assistance might be secured.

3. Follow these requests with the best possible cooperation. In Los Angeles, a "traffic desk-officer" was set up on a 24-hour basis to supply newspapers and radio news-rooms with the latest traffic casualty figures on an accumulative basis during the critical periods.

4. Carry the program on through "personalized" efforts. Traffic officers should be selected to work with newspapers, radio stations, and other media. Information releases should be channeled through the officers after they have created good personal contacts at these points.

5. Do not ask for last minute "name" support. Enlist the efforts of available newsworthy personalities early enough to be considered in their schedule.

6. Keep the police officer in the field aware of the various aspects of the program—work for their enthusiasm as vigorously as for the public's. Disinterested traffic officers can place a chill on any traffic safety effort.

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# Coming Events in the Field of Safety

**Feb. 20-22, Urbana, Ill.**

Thirty-seventh Illinois Annual Conference on Highway Engineering. Contact William S. Pollard, Jr., Highway Conference Committee, c/o University of Illinois, College of Engineering, Department of Civil Engineering, Urbana, Ill.

**March 1-3, Chicago**

Third Annual Meeting of the American Academy of Forensic Sciences (Drake Hotel). All persons desiring to present papers are requested to contact Dr. A. W. Freirich, chairman of the Program Committee, 180 Hempstead Avenue, Malverne, N. Y. For other information, write Dr. R. B. H. Gradwohl, M.D., President, 3514 Lucas Avenue, St. Louis 3, Mo.

**March 4-6, Birmingham, Ala.**

Twelfth Annual Southern Safety Conference (Tutwiler Hotel). Contact Braxton B. Carr, executive secretary, Southern Safety Conference, 2120 First Avenue North, Birmingham 3, Ala.

**March 6-7, South Bend, Ind.**

Twelfth Annual Northern Indiana-Southern Michigan Safety Conference. (Indiana club and Oliver Hotel). Contact Eli D. Miller, Manager, Safety Council Division, South Bend Chamber of Commerce, South Bend 7, Ind.

**March 19-20, Boston**

Thirtieth Annual Massachusetts Safety Conference & Exposition. Contact Edgar F. Copell, president, Massachusetts Safety Council, 31 State Street, Boston 9, Mass.

**March 26-27, San Antonio, Tex.**

Texas Safety Association Inc., Annual Conference (Gunter Hotel). J. O. Musick, general manager, 815 Brown Bldg., Austin, Tex.

**April 3-6, New York**

Twenty-first Annual Greater New York Safety Convention & Exposition (Hotels Statler and Governor Clinton). Contact Paul F. Stricker, executive vice president, Greater New York Safety Council, Inc., 60 East 42nd Street, New York 17, N. Y.

**April 18-20, Tulsa, Okla.**

Annual Oklahoma Statewide Safety Conference (Mayo Hotel). Contact Lloyd Palmer, acting manager, Oklahoma State Safety Council, 1600 N. W. 23rd Street, Oklahoma City, Okla.

**April 19-20, Louisville, Ky.**

Annual Kentucky Statewide Safety Conference (Kentucky Hotel). Contact Estel Hack, managing director, the Louisville Safety Council, 214 Speed Bldg., Louisville, Ky.

**April 19-21, Kansas City, Mo.**

Central States Safety Congress. George M. Burns, director, Kansas City Safety Council, 419 Dwight Bldg., Kansas City 9, Mo.

**April 23-27, Lafayette, Ind.**

Seventh Annual Seminar and Training Course for Arson Investigators conducted by the Public Safety Institute of Purdue University. For details contact Public Safety Institute, Purdue University, Lafayette, Ind.

**April 24-25, Ft. Wayne, Ind.**

Eighth Annual Northeastern Indiana Safety Conference & Exhibit (Chamber of Commerce Bldg.). Contact Irv Denton, manager, Chamber of Commerce Safety Council, 826 Ewing St., Ft. Wayne 2, Ind.

**April 24-26, Pittsburgh**

Twenty-sixth Annual Western Pennsylvania Safety Conference and Exhibit (Hotel William Penn). Contact Harry H. Brainerd, executive manager, Western Pennsylvania Safety Council, Inc., 605 Park Bldg., Pittsburgh 22, Pa.

**April 26, New Haven, Conn.**

Connecticut Safety Society, Annual Conference. Donald H. Ackley, c/o G. and O. Manufacturing Co., New Haven, Conn., P. O. Box 1860.

**May 9, Bethlehem, Pa.**

Twenty-fourth Annual Eastern Safety Conference. Contact Harry C. Woods, executive secretary, Lehigh Valley Safety Council, 602 East Third St., Bethlehem, Pa.

**May 14-16, Syracuse, N. Y.**

Central New York Safety Conference & Exposition (Hotel Syracuse). Contact Walter L. Fox, executive secretary, Safety Division, Syracuse Chamber of Commerce, 351 Warren Street, Syracuse, N. Y.

**May 16-18, Winston-Salem, N. C.**

Twenty-first Annual North Carolina Statewide Industrial Safety Conference (Robert E. Lee Hotel). Contact H. S. Baucom, safety director, North Carolina Industrial Commission, Raleigh, N. C.

**May 22-24, Grand Rapids, Mich.**

Michigan Safety Conference (Civic Auditorium). Contact Vernon W. Hale, executive secretary, 302 Association of Commerce Bldg., Grand Rapids, Mich.

**May 24-26, Norfolk, Va.**

Seventeenth Annual Meeting of the Virginia Statewide Safety Conference. Contact Wm. M. Myers, executive secretary, Room 49, Allison Bldg., Richmond 19, Va.

**June 4-8, Chicago**

Twenty-eighth Annual Midwest Safety Conference (Congress Hotel). Contact Joseph F. Stech, manager, Greater Chicago Safety Council, Suite 805, 10 North Clark Street, Chicago 2, Ill.

**June 21-23, Salt Lake City, Utah**

Thirteenth Annual Meeting of the Western States Safety Conference. Contact Clarence Williams, executive director, Utah Safety Council, State Capitol Building, Salt Lake City, Utah.

**September 24-27, Los Angeles**

Twenty-second Annual Meeting of the Institute of Traffic Engineers (Ambassador Hotel). Contact Robert S. Holmes, executive secretary, Strathcona Hall, New Haven 11, Conn.

**Oct. 8-12, Chicago**

Thirty-ninth National Safety Congress & Exposition (Stevens Hotel). R. L. Forney, general secretary, National Safety Council, 425 North Michigan Ave., Chicago 11.


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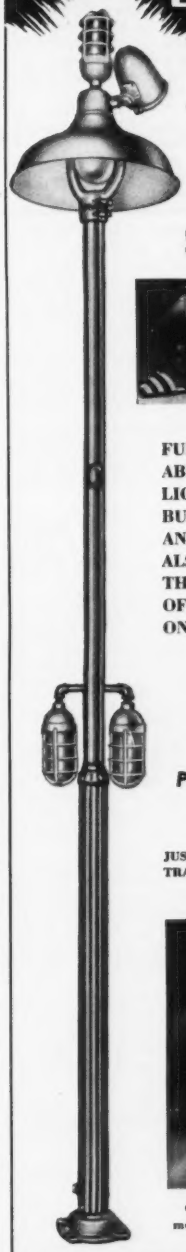

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# TRADE PUBLICATIONS

**There is a wealth of valuable and interesting information in the catalogs and publications listed below. They form splendid additions to your reference library, affording an opportunity to keep abreast of safety equipment. The coupon below will bring FREE to those responsible for the recommendation or purchase of equipment any or all of the catalogs listed.**

**1. Atomic Energy Field Equipment:** Booklet No. G-10 describes approved protective equipment for industries directly concerned in the atomic eneregy field. Respiratory and air sampling equipment, ventilation accessories, protective clothing, materials for contamination control, aumatic artificial respiration instruments and oxygen therapy equipment included. Illustrated. *Mine Safety Appliances Co.*

**2. "Concrete Pavement Manual":** This 78-page booklet contains general information and technical data on concrete paving. *Portland Cement Association.*

**3. Warning Signs:** Catalog describes a complete line of baked enamel embossed on bonderized steel warning signs and others. Signs plain or "reflectorized" with glass or plastic buttons. *Miro-Flex Co., Inc.*

**4. Highway Marker:** Illustrated bulletin describes new self-propelled highway marker. Lays down clean-cut single, double, or triple center lines —solid or intermittent—in one or two colors. Simple operation with telescopic caster-wheel guide. *Meili-Blumberg Corp.*

**5. Playground Equipment:** Swings, slides, see-saws, merry-go-rounds, pool and park equipment are described in this illustrated brochure. Swing repair parts and malleable frame fittings are included. *American Playground Device Co.*

**6. Reflector Flares:** Information on reflector flares designed to lessen the hazards of accidents to parked trucks and cars. Twin, electric and kerosene flares are described. Recommended set ups, such as two flares and a flag, are presented. *K-D Lamp Co.*

**7. Sign Manual:** Illustrated catalog contains full information on: street, city entrance, directional, railroad, traffic and school signs. Accessories such as brackets, and barricades, including a collapsible model, are included. *Lyle Signs, Inc.*

PUBLIC SAFETY FEBRUARY, 1951

425 N. Michigan Avenue, Chicago 11, Ill.

Please have sent to me the publications checked.

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## Women Best Drivers Says *Parade's* Carol Lane

Carol Lane, women's travel director for Shell Oil Co., writing in the January 21 issue of *Parade,* Sunday feature magazine, contends that women have certain traits that the male would do well to study if he wants to stay alive. That very difference in temperament is what makes the women drivers best, she argues.

Backing her personal observations and conclusions with results of a four-year survey of men and women drivers, made by Prof. A. R. Lauer, professor of psychology at Iowa State College, Ames, Ia., she lists Lauer's findings; citing seven differences between men and women drivers.

Here they are:

1. Men should be better drivers than women but most of them aren't. Reasons? They are too impatient, are less considerate of others while driving, have worse accidents.

2. Young men, the first few years after learning to drive, plunge into trouble, have a bad accident record. Women, after learning to drive, set an excellent safety record.

3. Most dangerous age for men drivers: 21; for women: 37.

4. Men usually say, after a crash: "I didn't see it (the other car, the train, the curve)."

5. Women are more courteous, react faster, are more careful about speed laws.

6. Women's handicaps: they are timid, lack strength and size, are poor at judging distance (see photo directly below). They cannot talk and drive at the same time. "When a woman driver is talking," says Prof. Lauer, "she wants to look at you!"

7. Women worry and "panic" too easily. Even mild panic is a form of hysteria, and hysteria always narrows a driver's vision.

## Arthur Davidson Killed in Traffic Accident

Arthur Davidson, secretary and general sales manager of the Harley-Davidson Motor Co., Milwaukee, Wis., and his wife Clara, were both killed in a two-car collision December 30. The tragedy occurred on a highway three miles from the Davidson farm home, about 10 miles west of Milwaukee. He was 69 years old.

Last of the founders of the motorcycle company which bore his name, he was president of the American Motorcycle Association and a booster for traffic safety programs.

## No Admen Killed in Kansas City New Year's Eve

Members of the Kansas City (Mo.) Advertising Club played it safe New Year's Eve with the result that not one K.C. adman was bumped or even "gurgled" over the holiday.

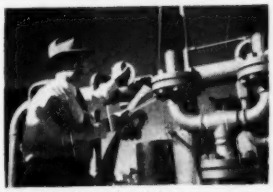
The Advertising Club sold safety in connection with their New Year's Eve party, contracting with E. G. Borserine, head of the local Yellow Cab Company, and who incidentally is president of the Kansas City Safety Council, to fetch and carry the Ad Club's guests at a stipend of $4 a couple.

The plan worked and nary a guest had an accident. The Yellow Cab fleet picked them up at their homes, brought them to the party and, hours later, returned them safely home. The Advertising Club, partner with the Safety Council in many an accident prevention venture, solved 1950's New Year dilemma by seeing to it that no Ad Club member or guest had a chance to join the ranks of drinking drivers.

# "The bonds Lila and I bought for our country's defense helped us to own our own home!"

**HOW U. S. SAVINGS BONDS PAID OFF FOR SELDEN AND LILA ROBINSON OF DENVER, COLORADO**

*"Bond saving made it possible for me to become a home owner," says engineer-sportsman Selden Robinson, "then helped me to improve on my original investment through the purchase of a better home. My story should encourage every man who dreams of a house of his own."*



**"We started** our bond buying program before the war, purchasing two $18.75 bonds a month through the Payroll Savings Plan at the Stearns-Roger Manufacturing Co. When war came, we gave up our dream home for the duration and were glad our bonds went for our country's victory."

**"Bonds paid $2800** down on a house in 1945. They provided $500 toward a new car. And this year when we traded our first house for a new brick one, bonds paid the difference. We had the money only because of our systematic bond buying program."

**"We've saved $4,000,** and now we're buying bonds toward a college education for our two daughters, Emily, 15 and Carol, 8. There's no surer savings program than Payroll Savings and U. S. Savings Bonds which are backed by the greatest nation on earth!"

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You can make your dream come true, too—just as the Robinsons did. It's easy! Just start *now* with these three simple steps:

**1.** Make one big decision—to put saving *first*, before you even touch your income.

**2.** Decide to save a regular amount *systematically*, week after week or month after month. Even a small sum, saved on a systematic basis, becomes a large sum in an amazingly short time!

**3.** Start saving automatically by signing up *today* in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank. You may save as little as $1.25 a week or as much as $375 a month. If you can set aside just $7.50 weekly, in 10 years you'll have bonds and interest worth $4,329.02 cash!

You'll be providing security not only for yourself and your family but for the free way of life that's so important to us all. And in far less time than you think, you'll have turned your dreams into reality, just as Selden and Lila Robinson have done.

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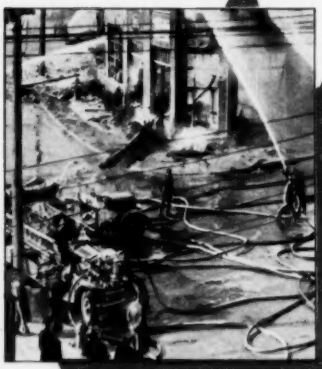

**The public accepts the cost of operating FIRE DEPARTMENTS to keep fire losses down... but**

***what about adequate provision to reduce losses caused by AUTOMOBILE ACCIDENTS?***

An annual fire loss of $652,000,000 is alarming, —but the total is small when compared with the annual economic loss of $3,050,000,000 caused by automobile accidents.

The public pays taxes to purchase and operate fire fighting equipment. This has come about through understanding and recognition that through civic action, losses can be reduced. It is equally sound reasoning to provide public owned and operated equipment to check safety factors of cars and trucks, and thus reduce the terrific loss of lives and damage to property caused by automobile accidents.

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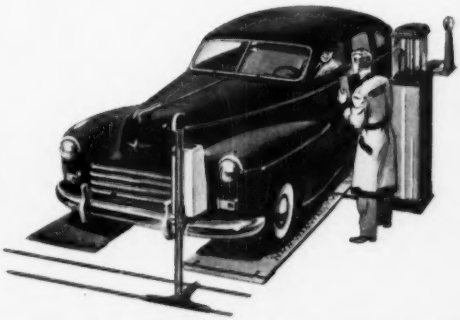

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